

# Making Data Matter

Combining Data, Visual Storytelling and  
Presentation Skills for Maximum Impact



**Alexander Arvidsson | @arcticdba**

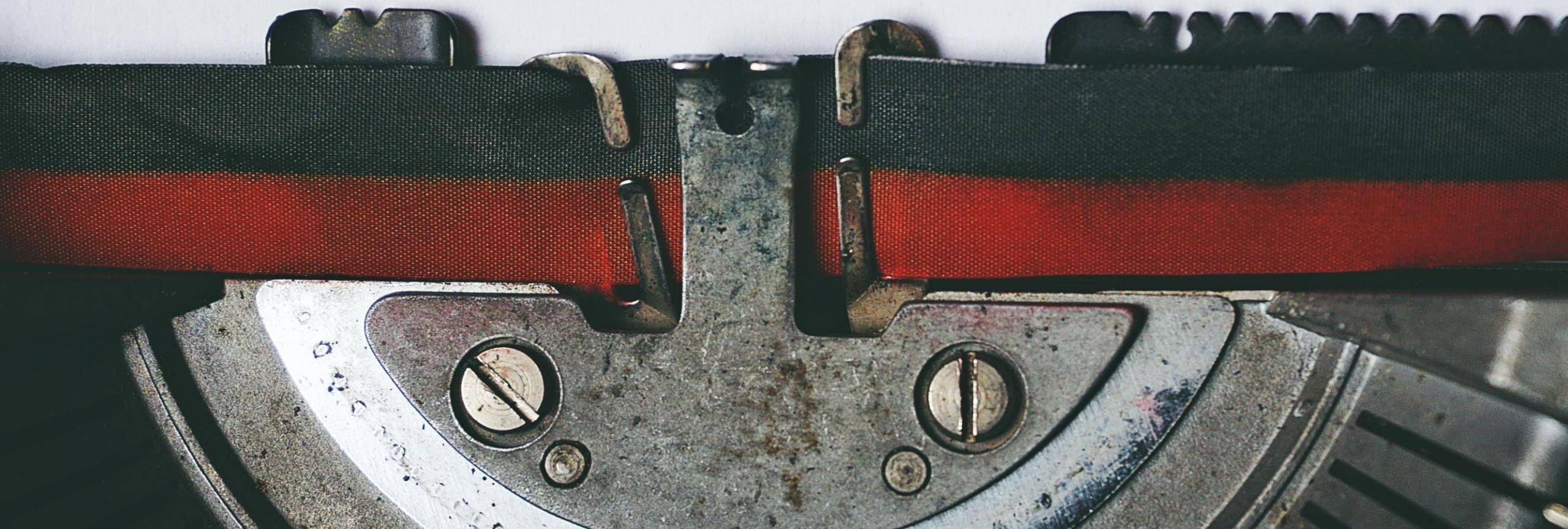


**WHY** does communication matter?

**WHAT** are the building blocks for  
**effective** communication?

**HOW** can we make them see?

Stories matter



A black and white profile photograph of a man with light-colored hair and a beard, looking towards the right.

(he/him)

# Alexander Arvidsson

Principal Solutions Architect @  
Data Masterminds

| Data Platform MVP | MCT | Speaker |



**DATA**masterminds

**KNEE-DEEP**  
**IN**  
**TECH**





**WHY we do what we do**

**"Nothing fools you better  
than the lie you tell yourself."**

- Teller of Penn & Teller



**QUESTION:**  
What influences  
a decision?



## GETTING ATTENTION

The three pillars of  
persuasion

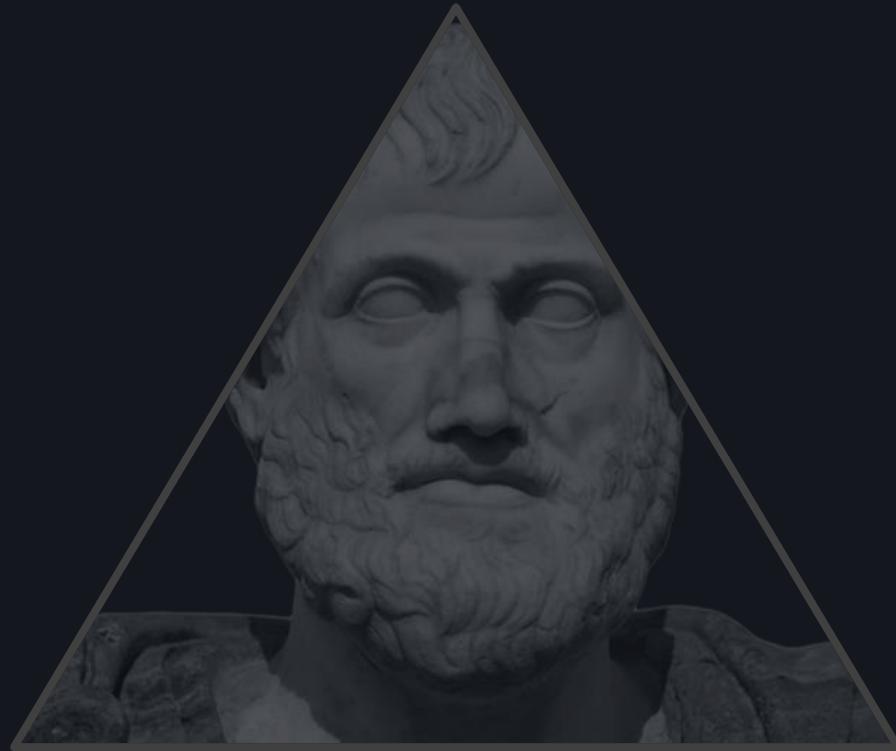
# Logos



Ethos

Pathos

# Logos



Ethos

Pathos

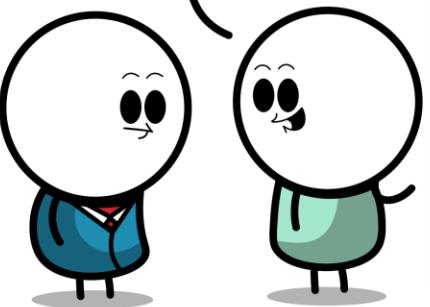
# Logos



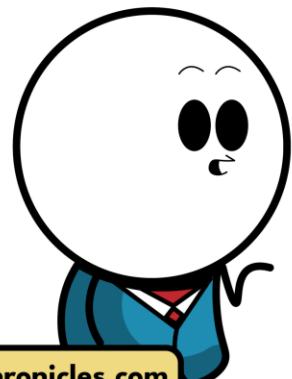
Ethos

Pathos

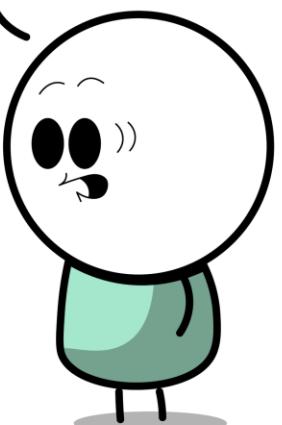
SO WHAT DO YOU  
THINK ABOUT MY  
PROPOSAL?



THE IDEAS ARE GOOD.  
BUT I WILL HAVE TO  
REJECT YOUR PROPOSAL.



WHY?

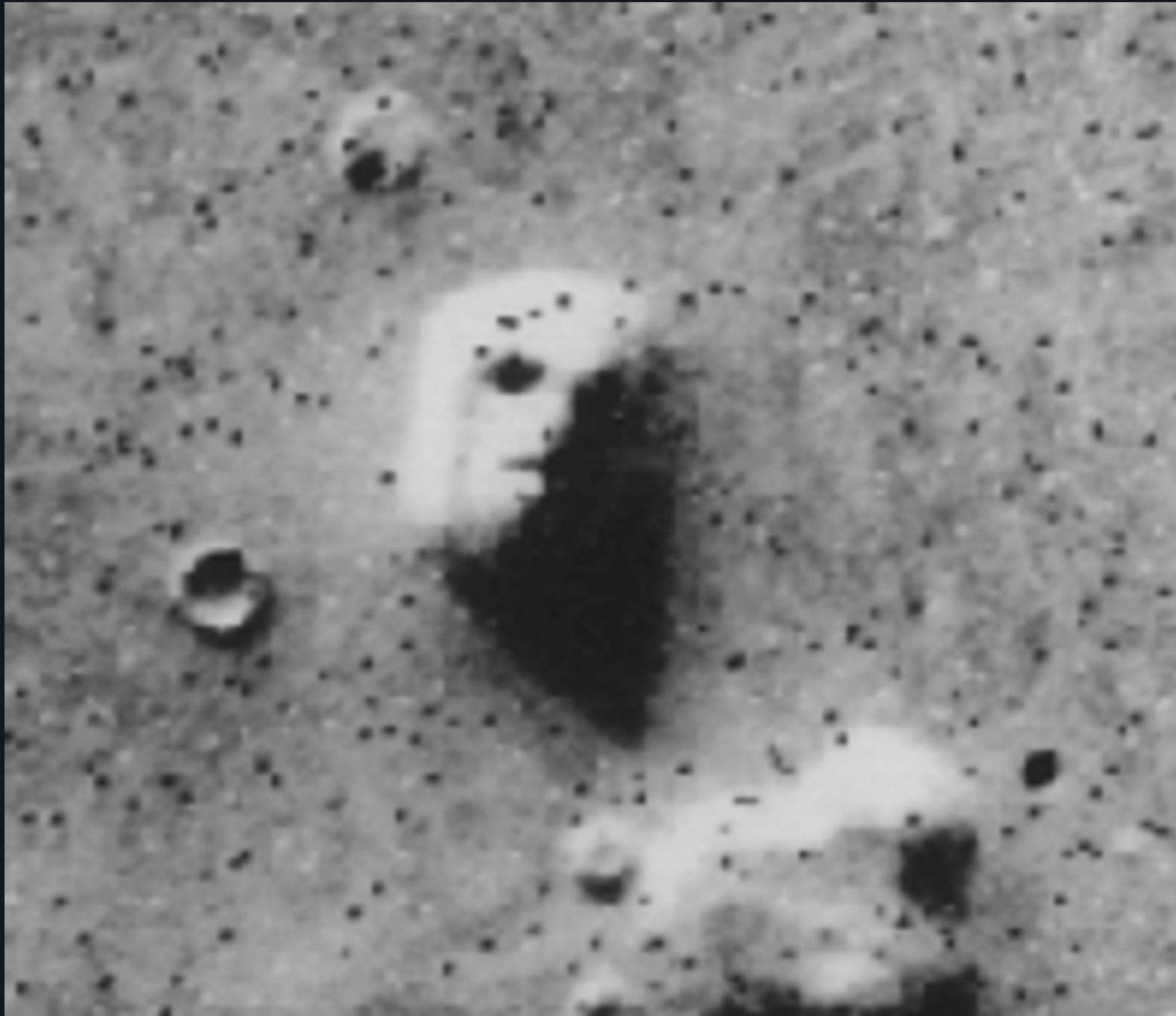


BECAUSE I DON'T LIKE  
THE FONT USED IN  
YOUR PRESENTATION.



WE SEE WHAT WE WANT TO SEE

Digging into bias





## US heatwaves 1895-2020

Worst-ever in 1936 [en.wikipedia.org/wiki/1936\\_Nort...](https://en.wikipedia.org/wiki/1936_North_American_heat波)

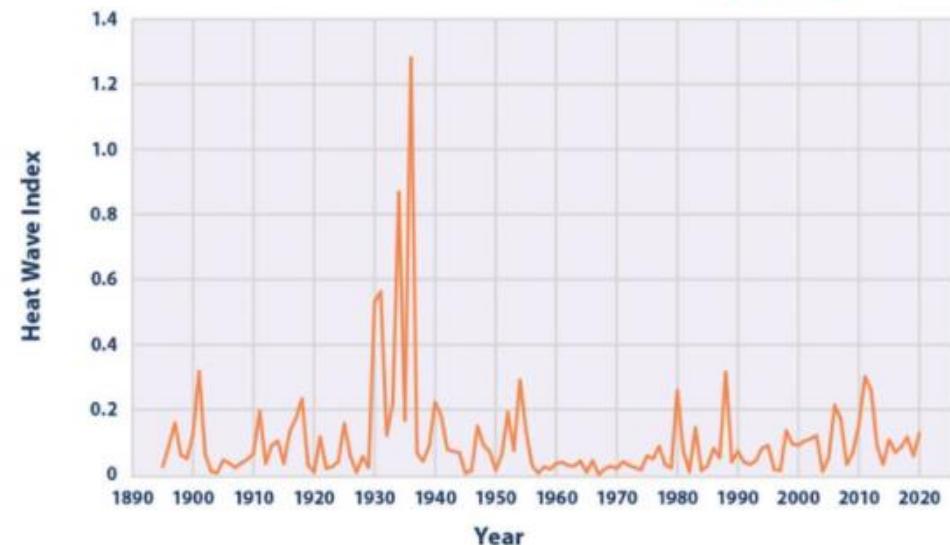
Obviously, doesn't fit the narrative, so very often data started in 1960, ignoring the 1930s, producing a convenient, upward trend  
(e.g. [nytimes.com/2019/07/18/cli...](https://nytimes.com/2019/07/18/climate/heat-waves.html))

Data from EPA/NOAA, [epa.gov/climate-indica...](https://epa.gov/climate-indicators/heat-waves)

### Climate Change Indicators: Heat Waves

This indicator describes trends in multi-day extreme heat events across the United States.

Figure 3. U.S. Annual Heat Wave Index, 1895–2020

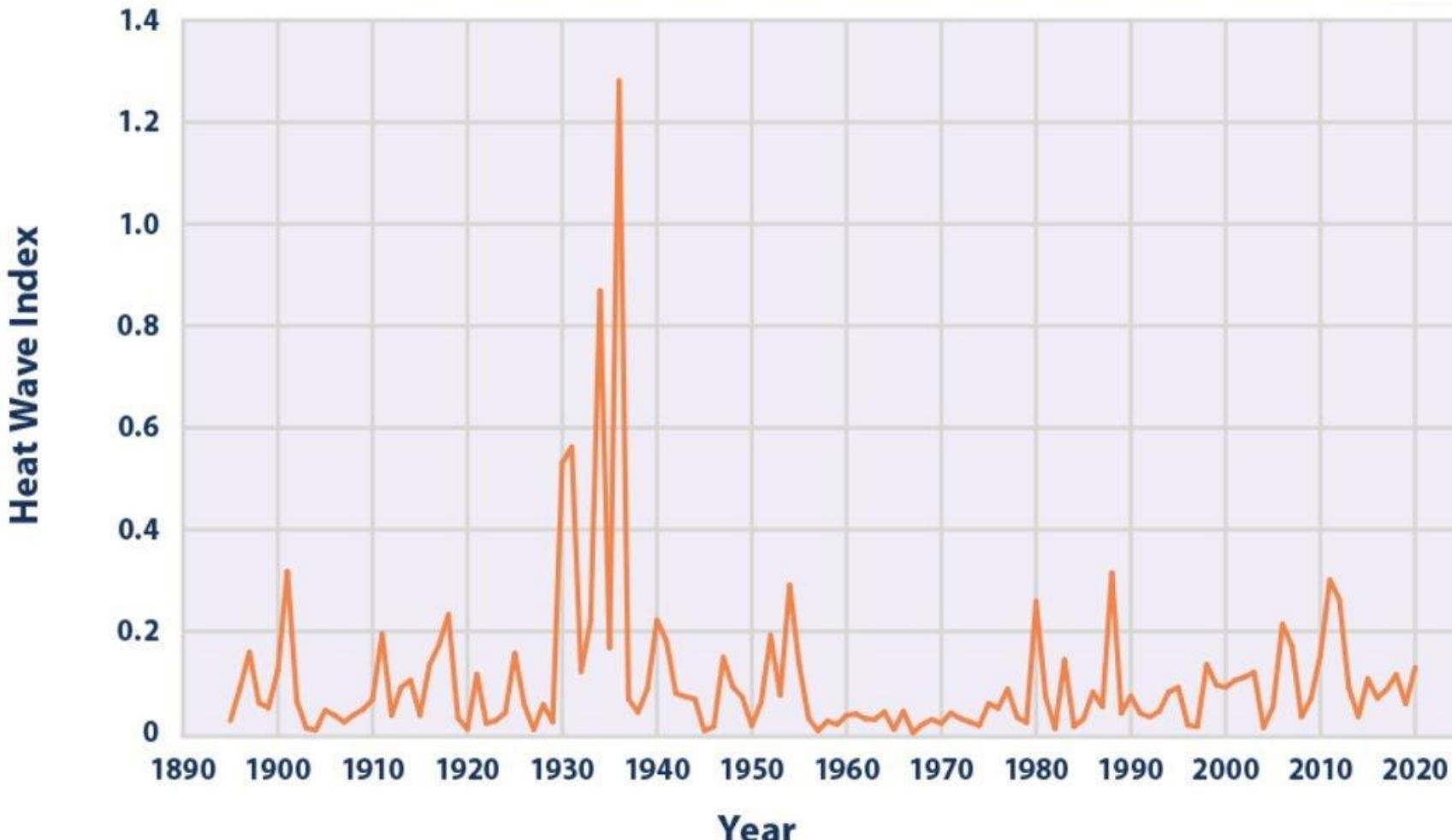


This figure shows the annual values of the U.S. Heat Wave Index from 1895 to 2020. These data cover the contiguous 48 states. An index value of 0.2 (for example) could mean that 20 percent of the country experienced one heat wave, 10 percent of the country experienced two heat waves, or some other combination of frequency and area resulted in this value. <https://www.epa.gov/climate-indicators/climate-change-indicators-heat-waves>. [twitter.com/bjornlomborg](https://twitter.com/bjornlomborg)

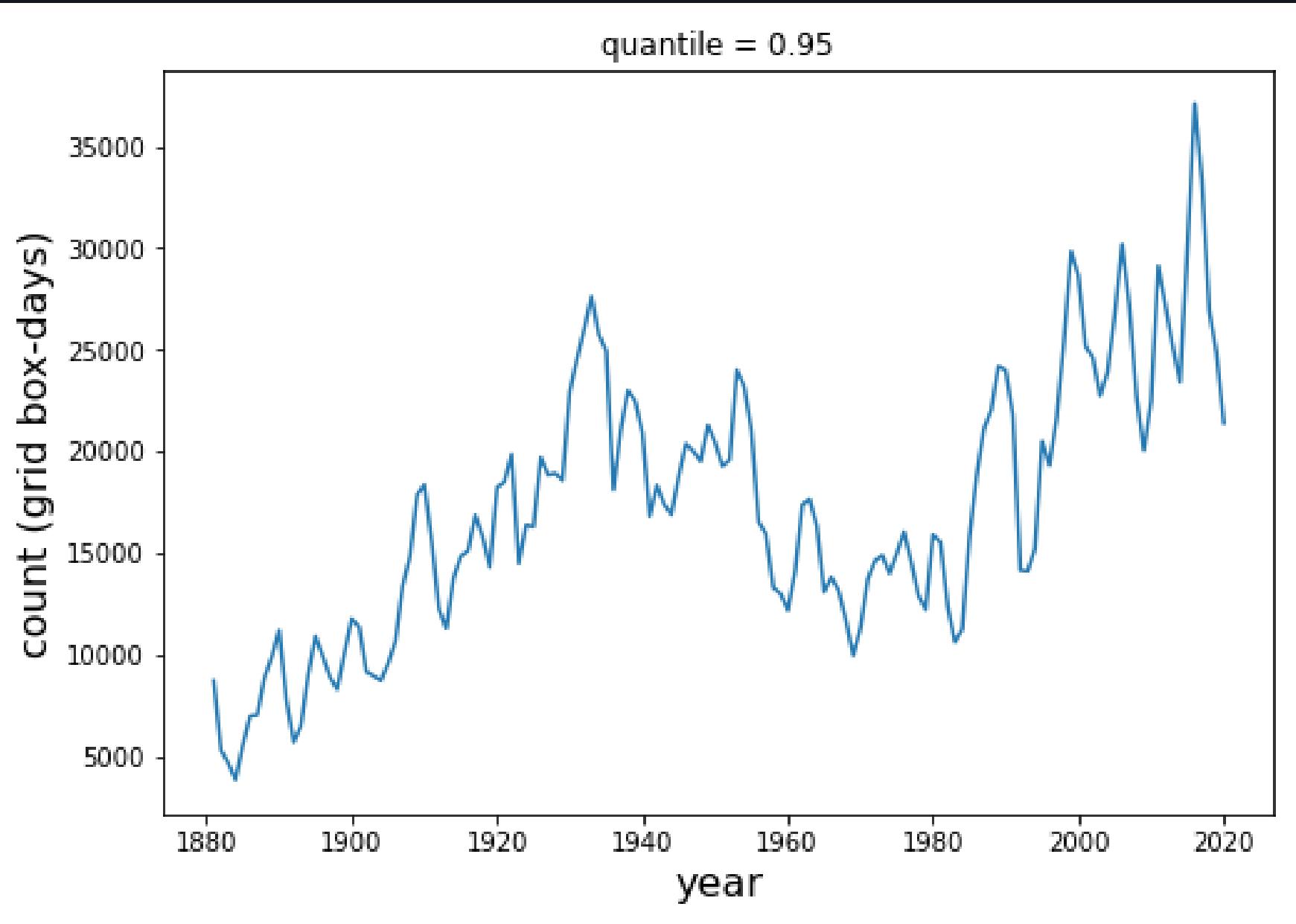
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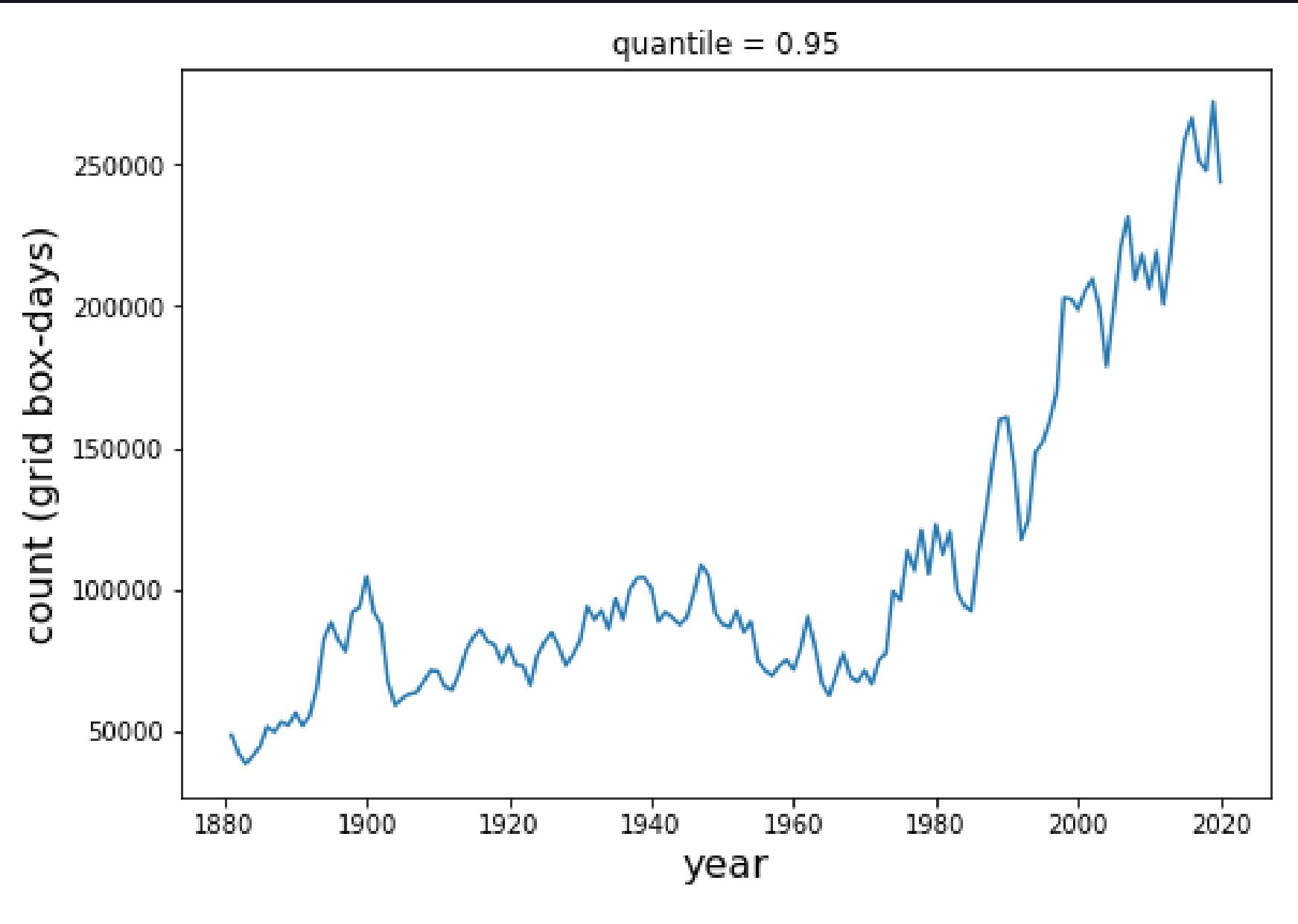
This indicator describes trends in multi-day extreme heat events across the United States.

**Figure 3.** U.S. Annual Heat Wave Index, 1895–2020



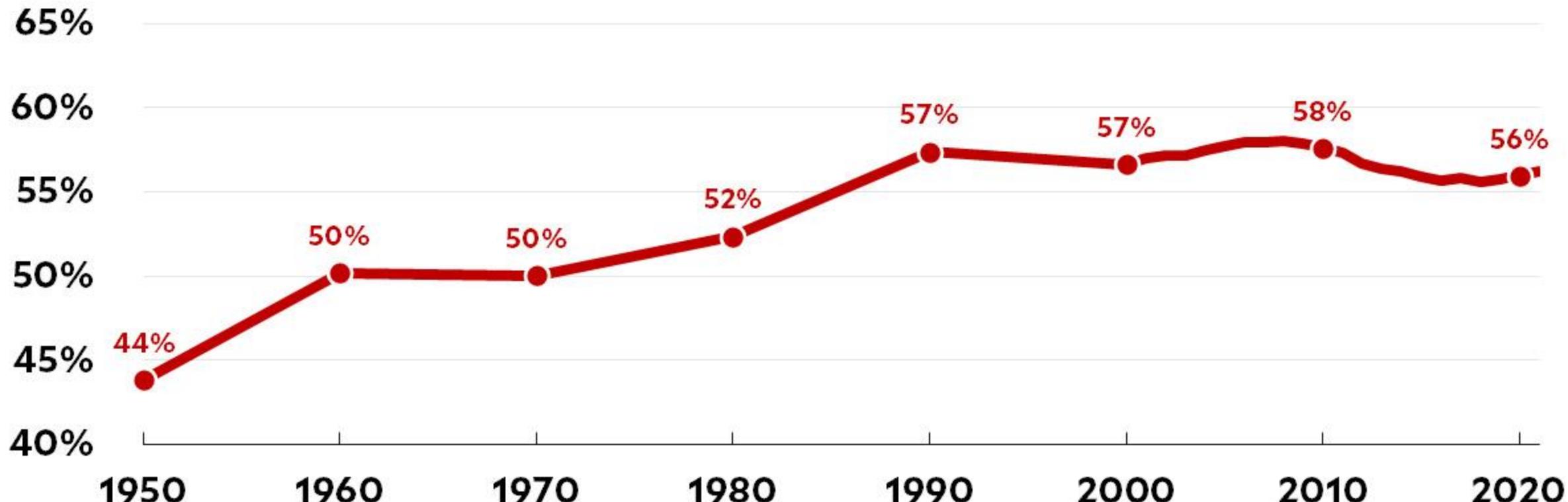
*This figure shows the annual values of the U.S. Heat Wave Index from 1895 to 2020. These data cover the contiguous 48 states. An index value of 0.2 (for example) could mean that 20 percent of the country experienced one heat wave, 10 percent of the country experienced two heat waves, or some other combination of frequency and area resulted in this value. <https://www.epa.gov/climate-indicators/climate-change-indicators-heat-waves>, [twitter.com/bjornlomborg](https://twitter.com/bjornlomborg)*





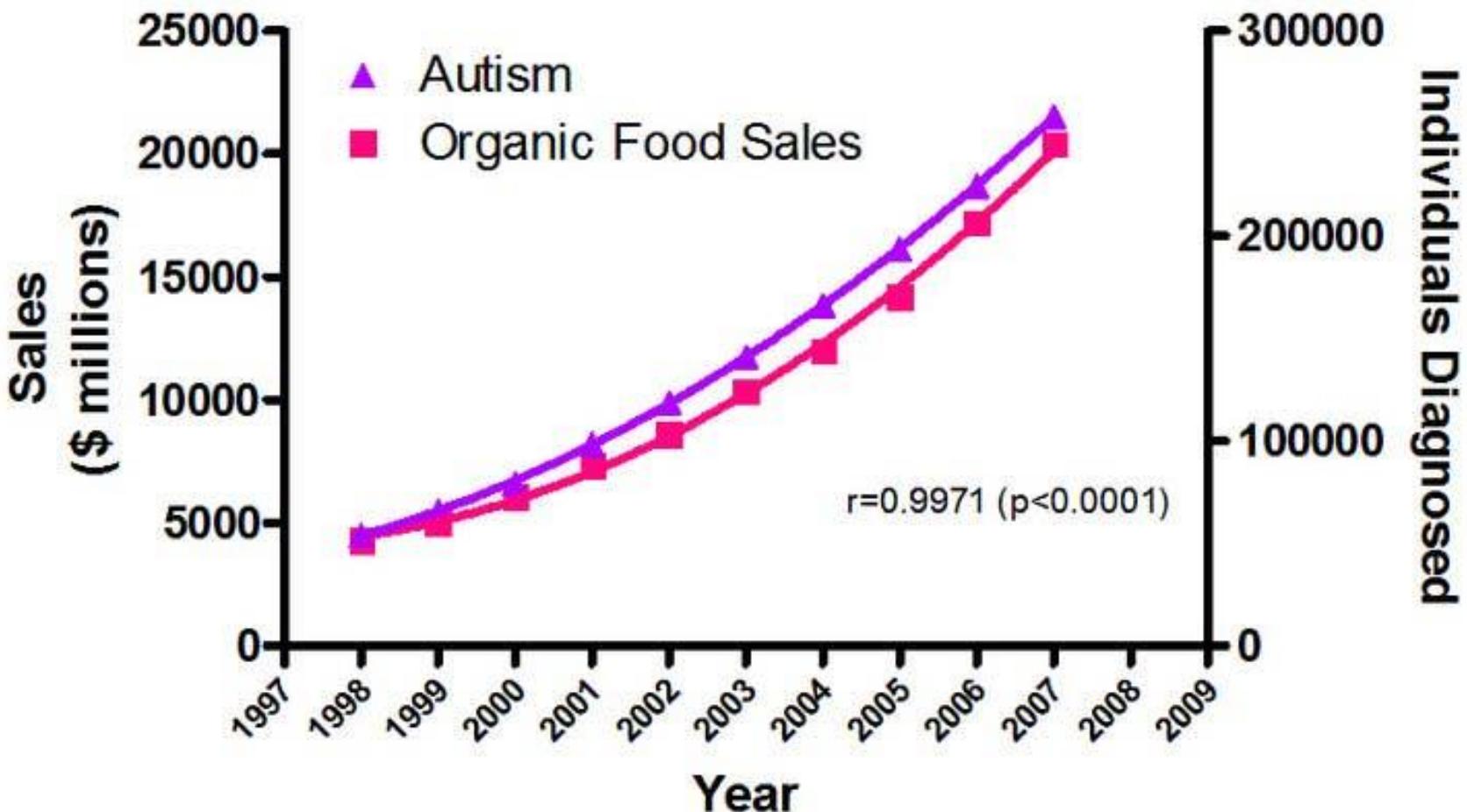
# Housing Units in the United States

Per adult



Source: Census Bureau

## The real cause of increasing autism prevalence?



Sources: Organic Trade Association, 2011 Organic Industry Survey; U.S. Department of Education, Office of Special Education Programs, Data Analysis System (DANS), OMB# 1820-0043: "Children with Disabilities Receiving Special Education Under Part B of the Individuals with Disabilities Education Act"

# FIGURING THE MECHANICS

## Crafting stories



**QUESTION:**  
What makes  
a story good?



**QUESTION:**  
What makes  
a good story?



1.

Start with the end in mind

A large, blue and red finish line arch stands against a clear blue sky. The word "FINISH" is printed in bold, white, sans-serif letters with a black outline. The arch is composed of two curved sections, one blue and one red, meeting at a central vertical banner. The banner has a blue background with some texture and a thin black border around the text.

**FINISH**

2.  
Cut the fluff

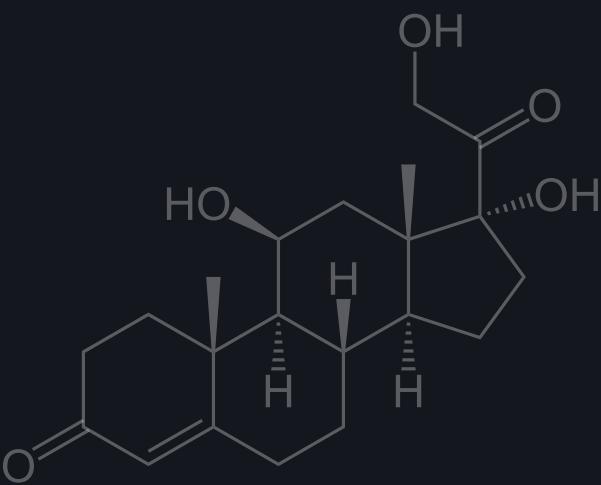


3.

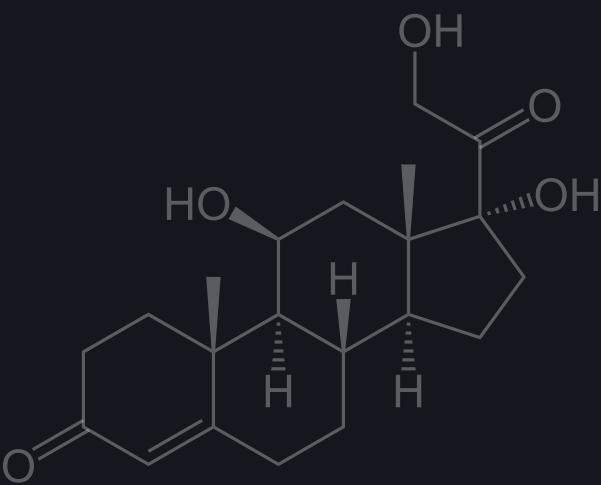
Make it emotional



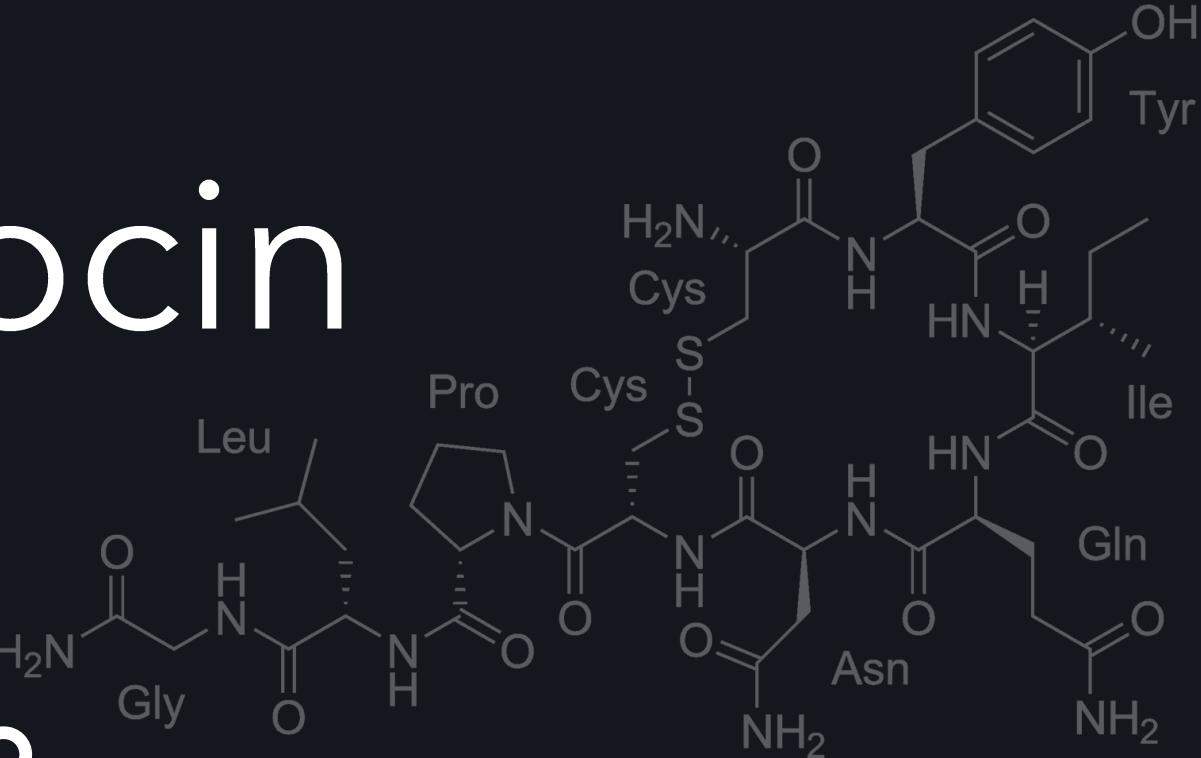
# Cortisol



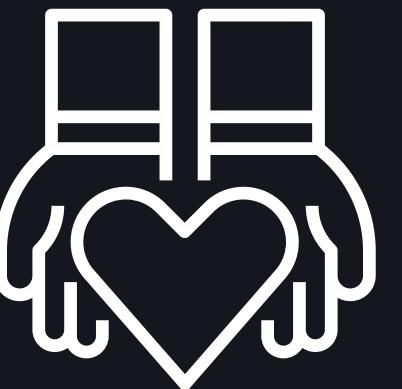
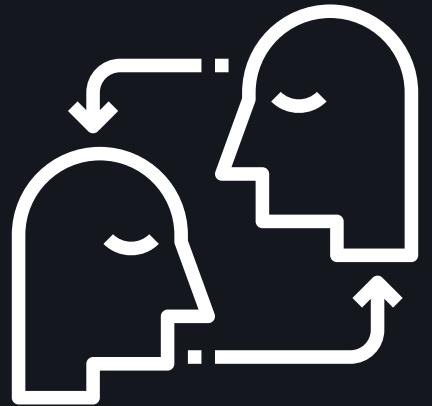
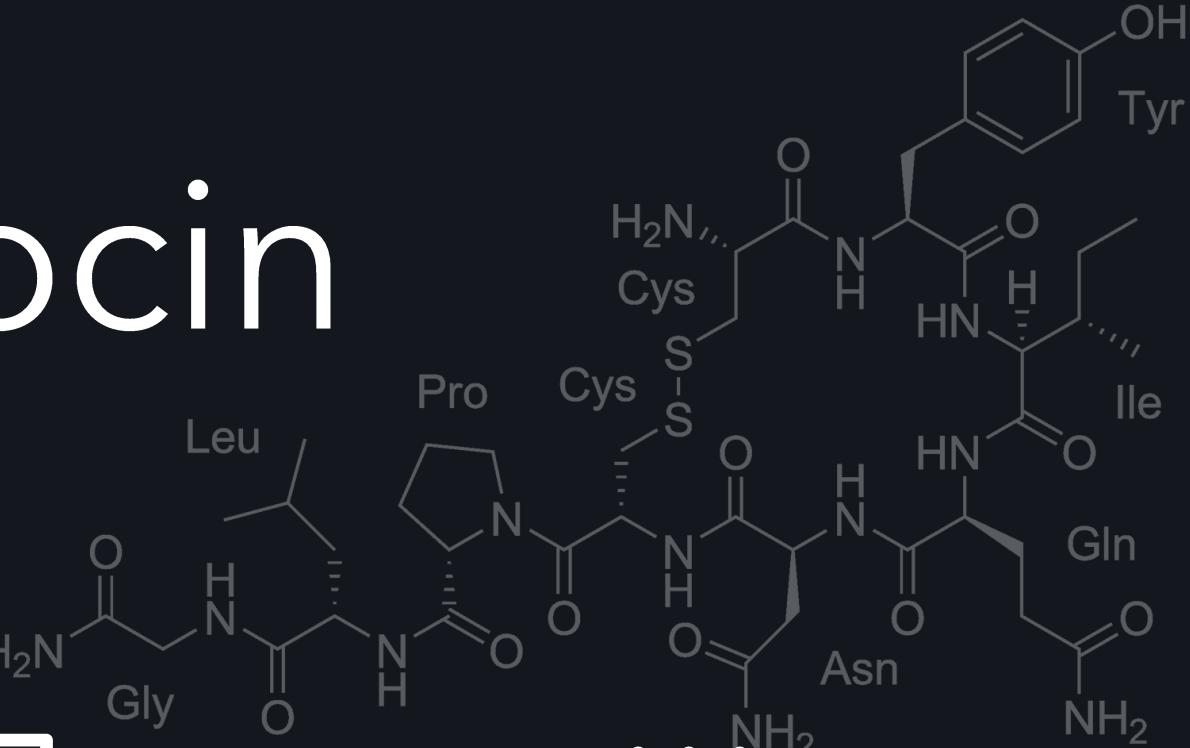
# Cortisol

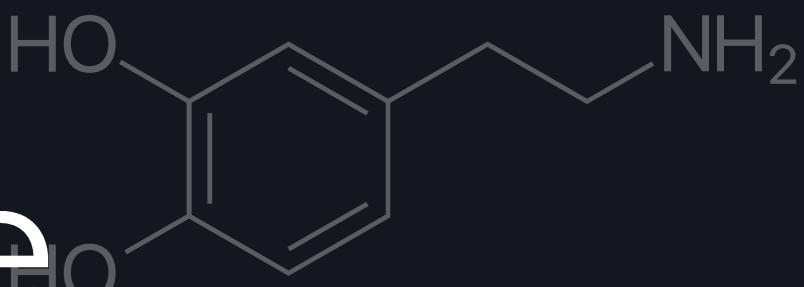


# Oxytocin

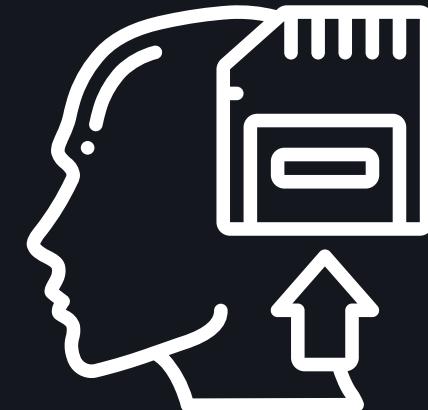
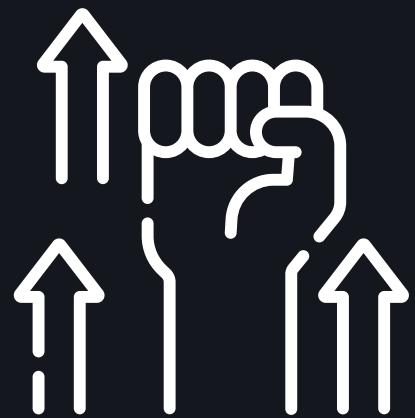


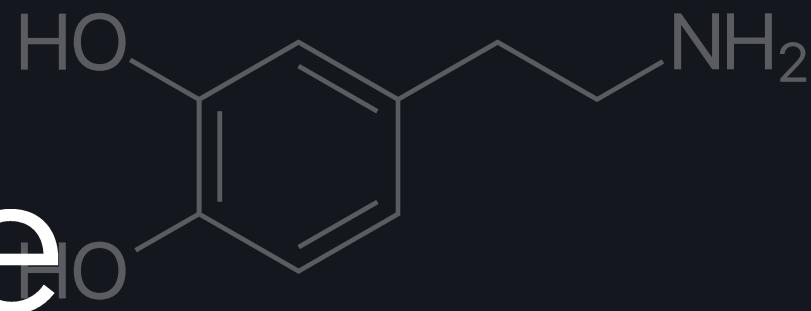
# Oxytocin





# Dopamine

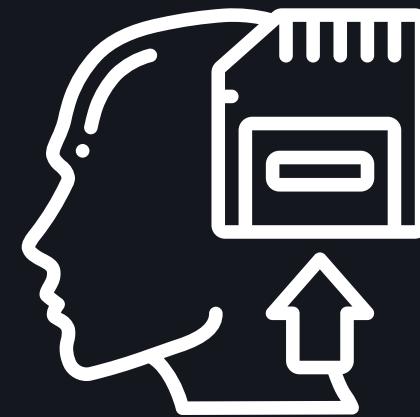




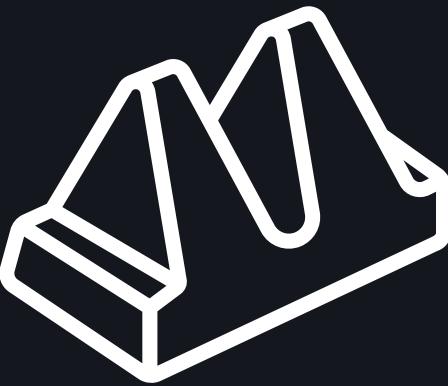
# Dopamine



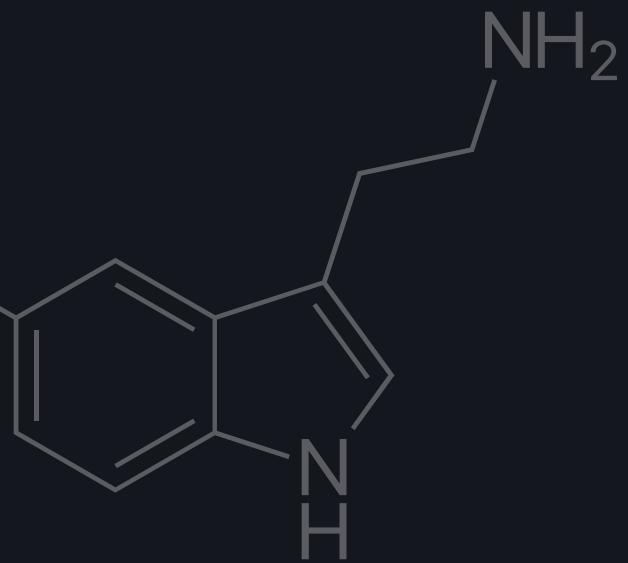
# Endorphins



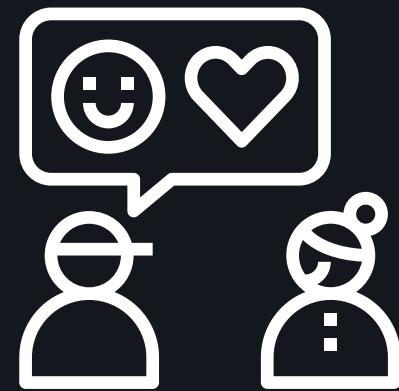
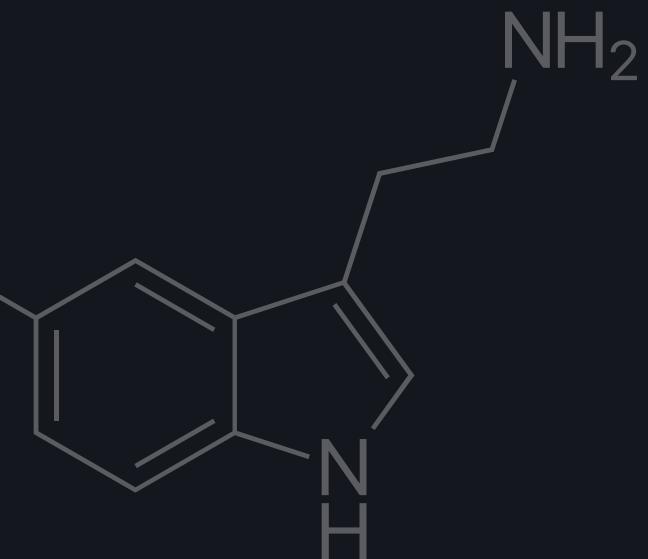
# Endorphins



# Serotonin



# Serotonin





4.

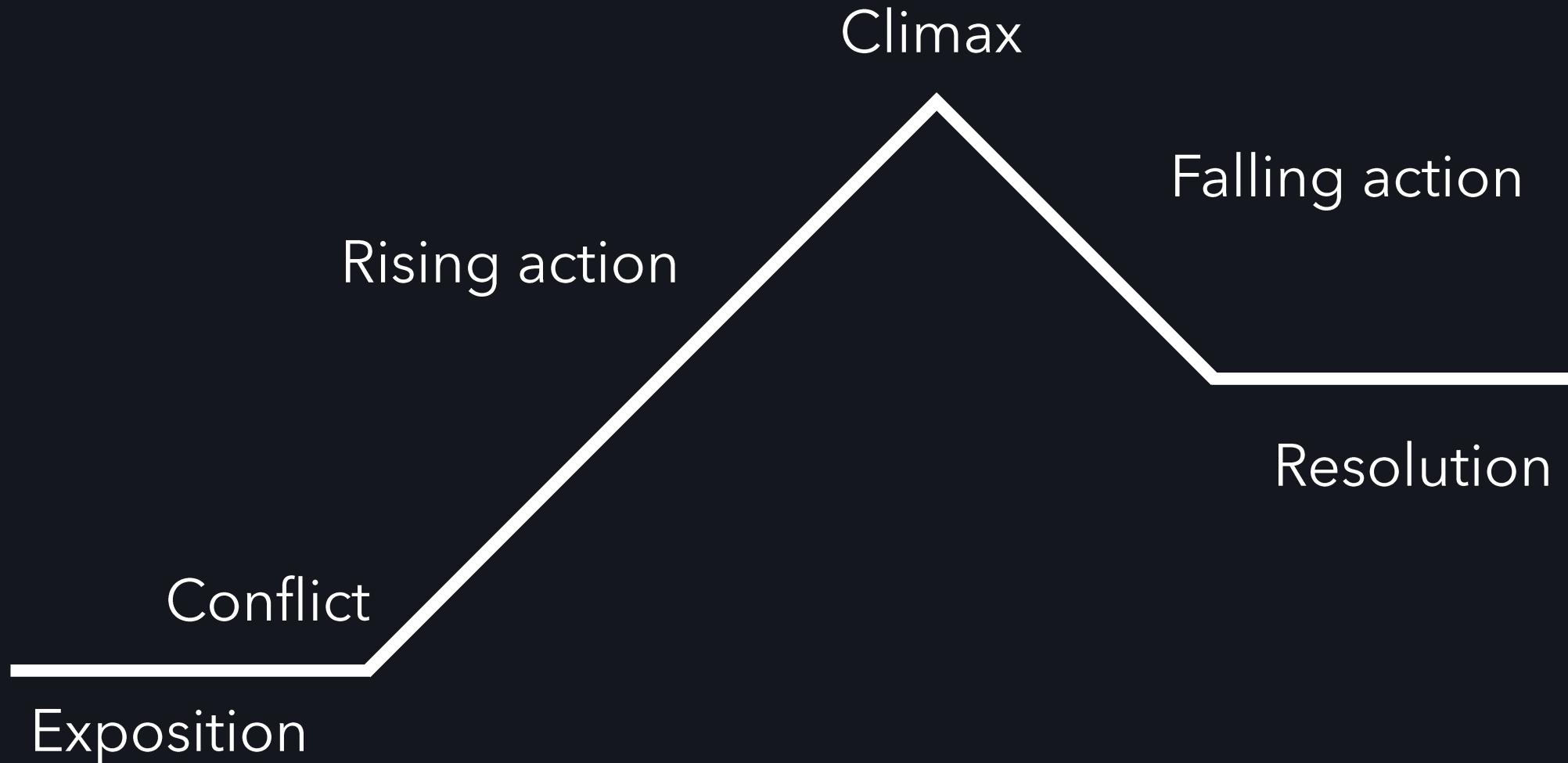
Raise the stakes

145



5.

Structure your story



6.

Know your audience



# 7. Nail the hook



# 8. Sell the transformation



**JUST DO IT.**



# KEEP CONSISTENT

## Do's and dont's



**DO NOT:**  
push a personal agenda by  
manipulating data

**DO:**  
try to be as objective as possible  
with the data at hand

**DO NOT:**  
go with a generic message

**DO:**  
your homework on your audience

**DO NOT:**

let your audience jump to conclusions

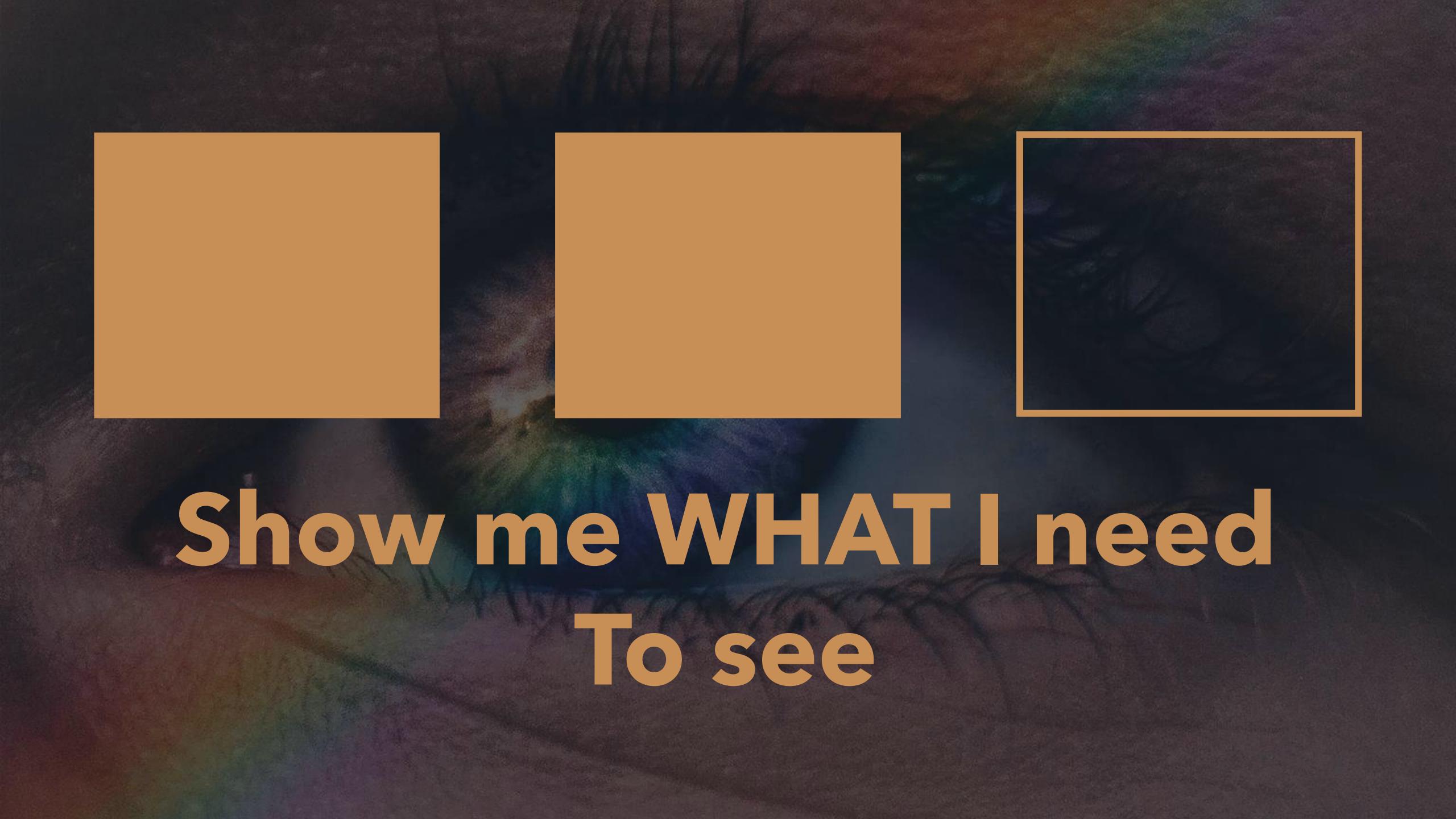
**DO:**

control the narrative -  
leave nothing to chance

We see what we **WANT** to see

What we **MIGHT NOT** see can still  
influence us greatly

There is always a **REASON**



Show me WHAT I need  
To see

**"Visualization is not something  
that happens on a page or on a screen;  
it happens in the mind"**

- Alberto Cairo



**QUESTION:**  
What makes  
good visuals?



DATA



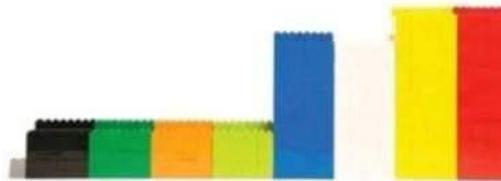
SORTED



ARRANGED



PRESENTED VISUALLY



EXPLAINED WITH A STORY



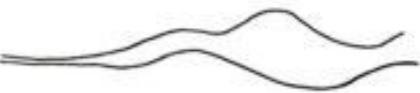
ACTIONABLE (USEFUL)



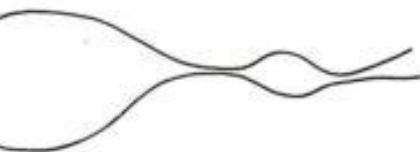
**ALWAYS THE PIECHART**  
Effective and  
ineffective visuals



Best Friend - Childhood



Best Friend - College



Sibling



Parent



First Love



Friend With Benefits



Someone You Meet at the Wrong Time,  
Then Re-Meet at the Right One



One Night Stand



Therapist



Dog



"Closeness Lines Over Time"

de Recat Jan. 2019

# London

51.51 N, 0.13 W

Mon 9 Dec @ 16:02:42

[Go to Map](#) - [Go to Grid](#) - [Change City](#)

## WEATHER STATIONS (MULTIPLE SOURCES)

STATION	WIND SPEED	WIND GUSTS	DIRECTION	TEMPERATURE	HUMIDITY	RAIN TODAY	PRESSURE	FORECAST
CASA Office: Bloomsbury W1	8 mph	9 mph	SE ↘	11.5 °C	76%	0.0 mm	1027.9 mbar	Clear Night
Lambeth Meters: Brixton SW9	4.3 mph	4.3 mph	SW ↗	11.0 °C	83%	0.0 mm	1026.4 mbar	Clear Night
Hampstead NW3	3.6 mph	3.6 mph	S ↑	9.8 °C	84%	0.0 mm	1029.0 mbar	Clear Night

## WEATHER (METAR)

London City Airport	
Mostly clear	SW at 3 mph

## FORECAST (YAHOO! WTH)

Mon	Tue
10 C Mostly Clear	9 C Partly Cloudy

## TUBE LINE STATUS (TFL)

Bakerloo	Good Service
Central	Good Service
Circle	Good Service
District	Good Service
H & C	Good Service
Jubilee	Good Service
Metropolitan	Good Service
Northern	Good Service
Piccadilly	Good Service
Victoria	Good Service
W & C	Good Service
Overground	Good Service
DLR	Good Service

## BIKE SHARING (TFL)

4.3 % Stations Full	4.9 % Stations Empty
7354 Bikes Available	430 Bikes or Docks Faulty



## IN SERVICE (TFL)

7197 London buses
378 Underground trains

## AIR POLLUTION (DEFRA)

µg/m³ TIME AVERD	OZONE	NO₂	SO₂	PM₂₅	PM₁₀
Bloomsbury	13	38	4	9	10
Marylebone Rd	9	16	26	22	34
N Kensington	14	40	?	12	18

## RADS (CASA)

CASA Office Desk ‡
6 cpm (uncalibrated)

## RIVER LEVEL (PLA)

Thames (Tower Pier)
4.13 metres

## STOCKS (YAHOO)

FTSE 100 Index
6552.34 +0.35 (0.01%)

## RANDOM TRAFFIC CAMERAS (TFL)



## BBC LONDON NEWS (BBC)



## OPENSTREETMAP UPDATES (OSM)



## ELECTRICITY (N.GRID)

Demand (Great Britain)
48211 MW

## MOOD (LSE MAPPINESS)

8% unhappy	13% happier
than the long term average for here	than the whole country right now

## TWITTER TRENDS FOR LONDON

MPs #NFL Christmas #Confident Xmas #ashes London  
#RIPAlexTurner #12Days of Jones DAY9 Waca

LINES AND COLORS EVERYWHERE

How to visualize

- basic tenets

PERCEIVING  
What does it SHOW?

Where is big, medium, small?

How do things compare?

What relationships exist?

INTERPRETING  
What does it MEAN?

Was it good or bad?

Is it meaningful or insignificant?

Is it unusual or unexpected?

**UNDERSTANDING**  
What does it **MEAN**  
for **ME?**

What are the main messages?

What have I learned?

What actions do I need to take?

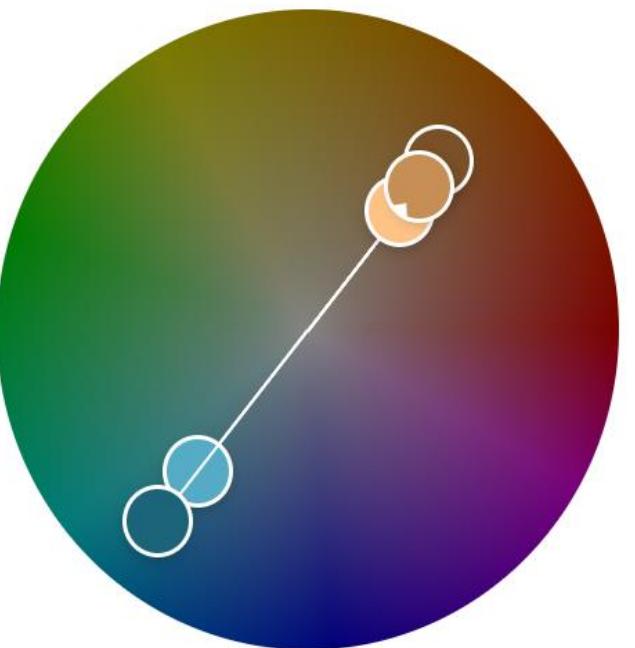
# THE WHEEL OF DOOM

## Colors

[Color Wheel](#)[Extract Theme](#)[Extract Gradient](#)[Accessibility Tools](#)[New](#)

Apply Color Harmony Rule

- Analogous
- Monochromatic
- Triad
- Complementary
- Split Complementary
- Double Split Complementary
- Square
- Compound
- Shades
- Custom



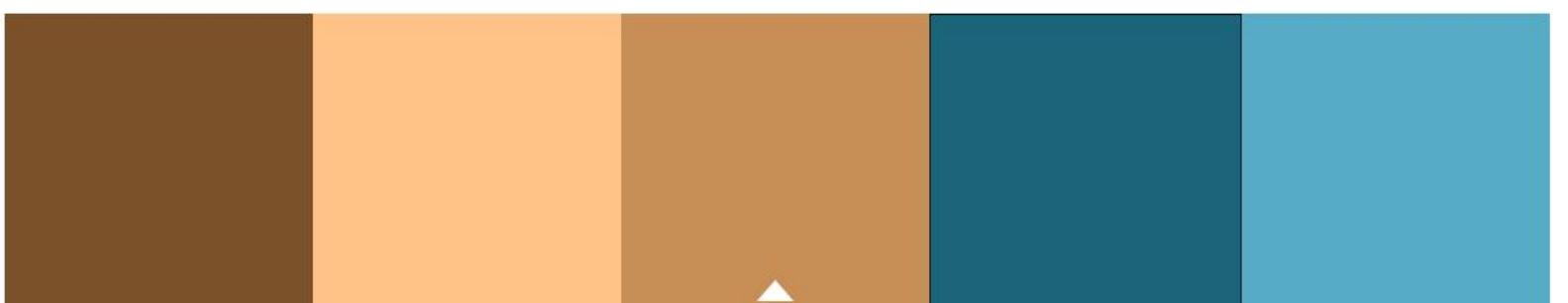
A

B

C

D

E



Color Wheel

Extract Theme

Extract Gradient

Accessibility Tools

New



Recommendations

Save

Tools

Contrast Checker

WCAG 2.1 Level

AA

Import Colors

Text Color

#56ACC7



Background Color

#14181E

Contrast Ratio

6.89 : 1



T



Apply Contrast Ratio 8.0:1

T



Apply Contrast Ratio 8.0:1

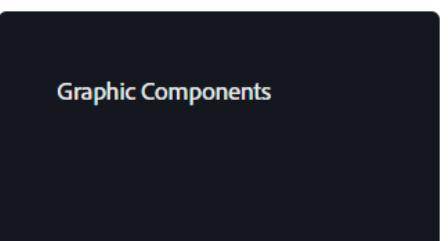
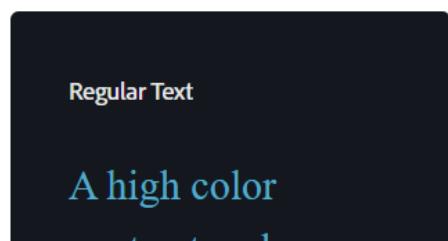
T



Apply Contrast Ratio 9.0:1



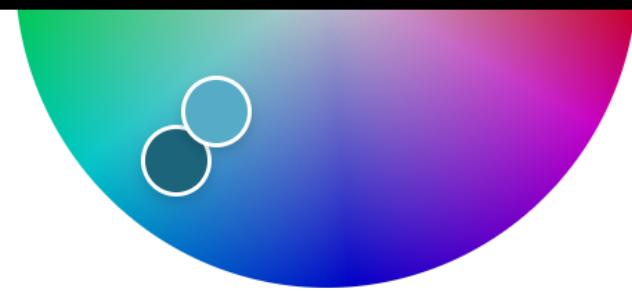
Preview



Set a Contrast Ratio

Save to Libraries

✓ No conflicts found. Swatches are color blind safe.



A

B

C

D

E



Color Mode

RGB ▾

[Show RGB Sliders](#)

Color Blind Simulator

Deuteranopia



Protanopia



Tritanopia



# CLEAR OR CONFUSED

# Choosing visuals

# 1. Existing visuals

**Deviation**

**Correlation**

**Ranking**

**Distribution**

**Change over  
time**

**Magnitude**

**Part-to-whole**

**Spatial**

**Flow**

# Visual vocabulary

Designing with data

## Deviation

Emphasise variations (+/-) from a fixed reference point. Typically the reference point is zero, but it can also be a target or a long-term average. Can also be used to show sentiment (positive/neutral/negative).

**Example FT user**  
Trade surplus/deficit, climate change

## Correlation

Show the relationship between two or more variables. Be mindful that, unless you tell them otherwise, many readers will assume the relationships you show them to be causal (i.e. one causes the other).

**Example FT user**  
Inflation and unemployment, income and life expectancy

## Ranking

Use where an item's position in an ordered list is more important than its absolute or relative value. Don't be afraid to highlight the points of interest.

**Example FT user**  
Wealth, deprivation, league tables, constituency election results

## Distribution

Show values in a dataset and how often they occur. The shape (or 'skew') of a distribution can be a memorable way of highlighting the lack of uniformity or equality in the data.

**Example FT user**  
Income distribution, population (age/sex) distribution, revealing inequality

## Change over Time

Give emphasis to changing trends. There can be short (single-day) movement or extended series traversing decades or centuries; choosing the correct time period is important to provide suitable context for the reader.

**Example FT user**  
Share price movements, economic time series, sectoral changes in a market

## Magnitude

Show size comparisons. These can be relative (but be able to see largeness/bigness) or absolute (need to see fine differences). Usually these show a 'counted' number (for example, barrels, dollars or people) rather than a calculated rate or per cent.

**Example FT user**  
Commodity production, market capitalisation, volumes in general

## Part-to-whole

Show how a single entity can be broken down into its component elements. If the reader's interest is solely in the size of the components, consider a magnitude-type chart instead.

**Example FT user**  
Fiscal budgets, company structures, national election results

## Spatial

Aside from locator maps only used when precise locations or geographical patterns in data are more important to the reader than anything else.

**Example FT user**  
Population density, natural resource locations, natural disaster risk/impact, catchment areas, variation in election results

## Flow

Show the reader volumes or intensity of movement between two or more states or conditions. These might be logical sequences or geographical locations.

**Example FT user**  
Movement of funds, trade, migrants, lawsuits, information; relationship graphs.

### Diverging bar



A simple standard bar chart that can handle both negative and positive magnitude values.

### Scatterplot



The standard way to show the relationship between two continuous variables, each of which has its own axis.

### Diverging stacked bar



Perfect for presenting survey results which involve sentiment (eg disagree/neutral/agree).

### Column + line timeline



A good way of showing the relationship between an amount (columns) and a rare (line).

### Spine



Splits a single value into two contrasting components (eg. male/female).

### Connected scatterplot



Usually used to show how the relationship between 2 variables has changed over time.

### Ordered proportional symbol



Use when there are big variations between values and/or seeing differences between data is not so important.

### Dot strip plot



Dots placed in order on a strip – a space-efficient way of laying out ranks across multiple categories.

### Barcode plot



Like dot strip plots, good for displaying all the data at once, though this works best when highlighting individual values.

### Slope



Perfect for showing how ranks have changed over time or vary between categories.

### Violin plot



Similar to a box plot but more effective with complex distributions (data that cannot be summarised with simple average). Summarise multiple distributions by showing the median (centre) and range of the data.

### Bump



Effective for showing changing rankings across multiple dates. For large datasets, consider grouping lines using colour.

### Cumulative curve



A good way of showing how unequal a distribution is: y axis is always cumulative frequency, x axis is always a measure.

### Frequency polygon



For displaying multiple distributions of data. Like a regular line chart, best limited to a maximum of 3 or 4 datasets.

### Beeswarm



Use to emphasise individual points in a distribution. Points can be sized to an additional variable. Best with medium-sized datasets.

### Histogram



The standard way to show a statistical distribution – keep the gaps between columns small to highlight the 'shape' of the data.

### Dot plot



A simple way of showing the change or range (min/max) of data across multiple categories.

### Dot strip plot



Good for showing individual values in a distribution, can be a problem when too many dots have the same value.

### Barcode plot



Like dot strip plots, good for displaying all the data at once, though this works best when highlighting individual values.

### Slope



Good for showing change in data as the data is not time-based (slope = simplified into 2 or 3 points without missing a key part of story).

### Boxplot



Summarise multiple distributions by showing the median (centre) and range of the data.

### Violin plot



Similar to a box plot but more effective with complex distributions (data that cannot be summarised with simple average).

### Population pyramid



A standard way for showing the age and sex breakdown of a population distribution; effectively back to back histograms.

### Cumulative curve



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### Frequency polygon



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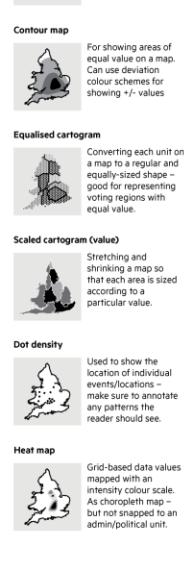
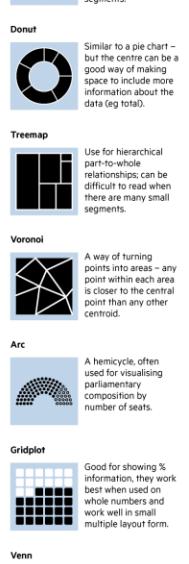
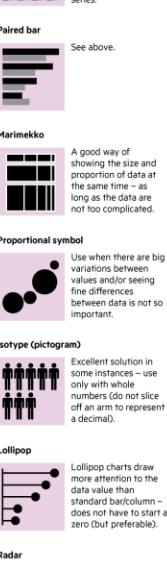
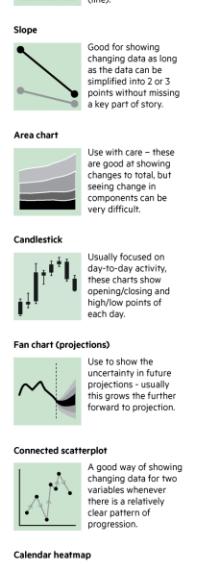
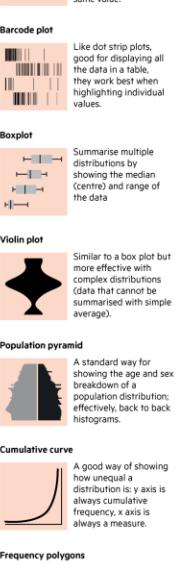
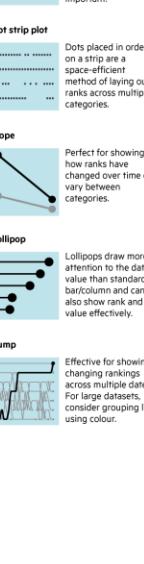
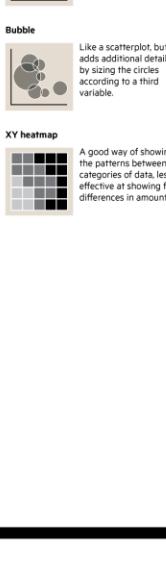
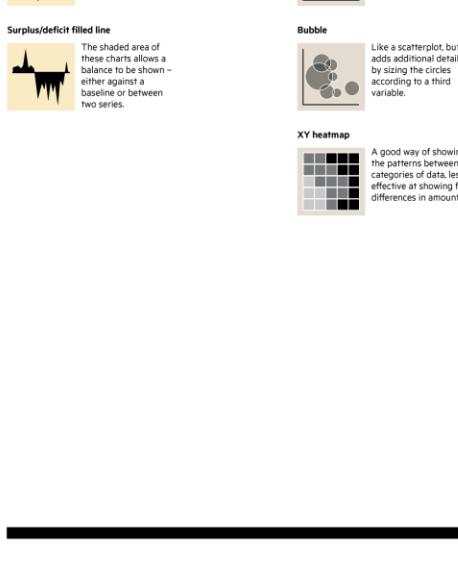
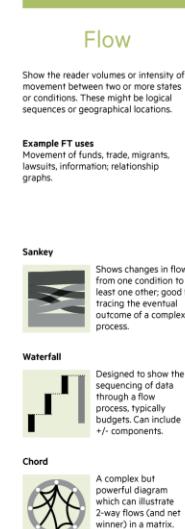
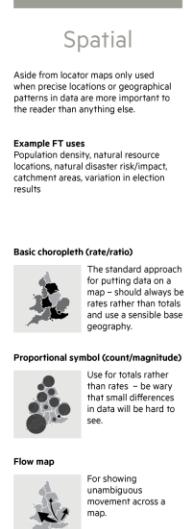
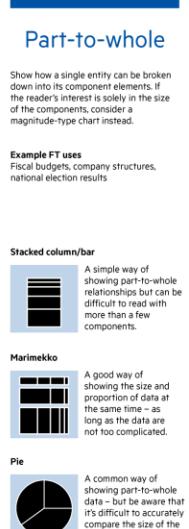
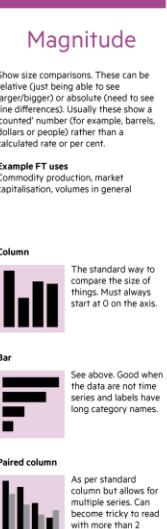
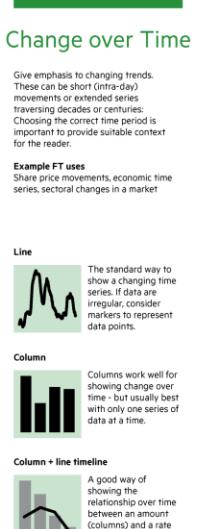
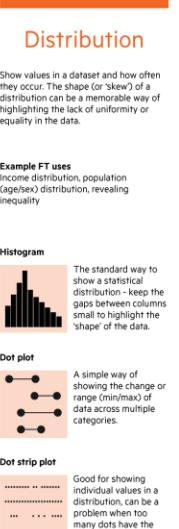
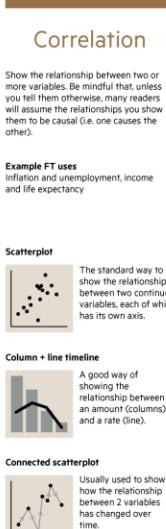
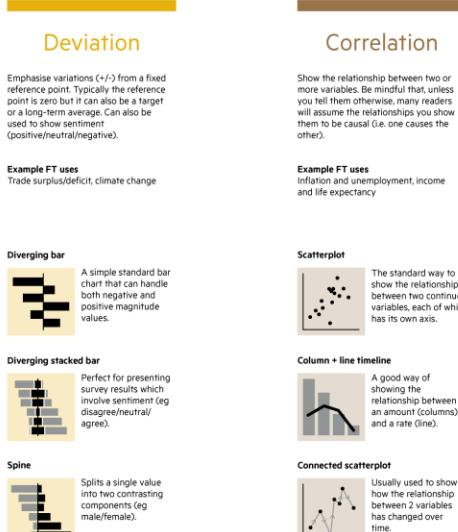
Aside from locator maps only used when precise locations or geographical patterns in data are more important to the reader than anything else.

**Example FT user**  
Population density, natural resource locations, natural disaster risk/impact, catchment areas, variation in election results

## Flow

Show the reader volumes or intensity of movement between two or more states or conditions. These might be logical sequences or geographical locations.

**Example FT user**  
Movement of funds, trade, migrants, lawsuits, information; relationship graphs.



# Visual Vocabulary

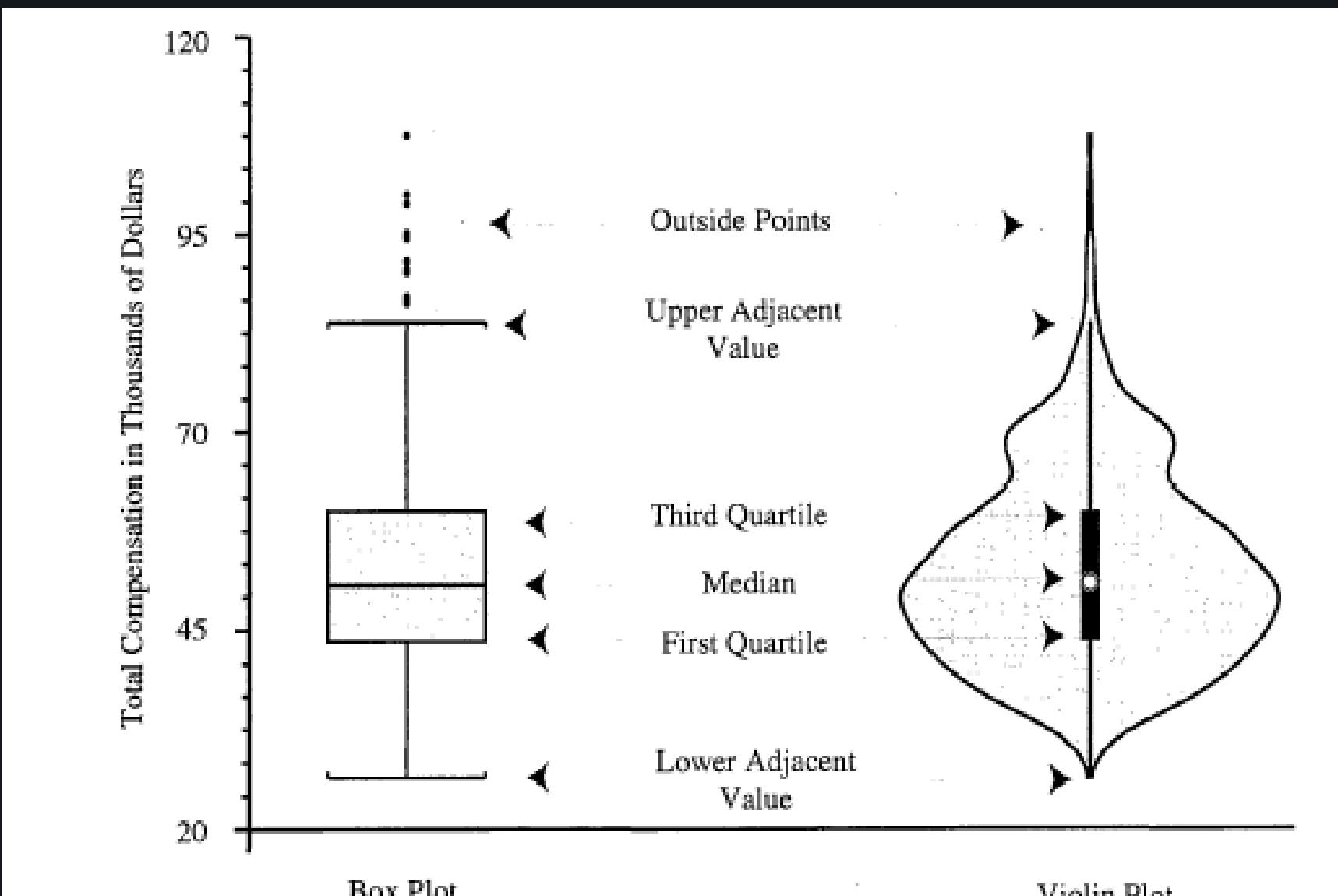
## Designing with data

There are so many ways to visualise data – how do we know which one to pick? Click on the coloured categories below to decide which data relationship is most important in your story, then look at the different types of chart within the category to form some initial ideas about what might work best. This list is not meant to be exhaustive, nor a wizard, but is a useful starting point for making informative and meaningful data visualisations

Inspired by the Graphic Continuum by Jon Schwabish and Severino Ribecca



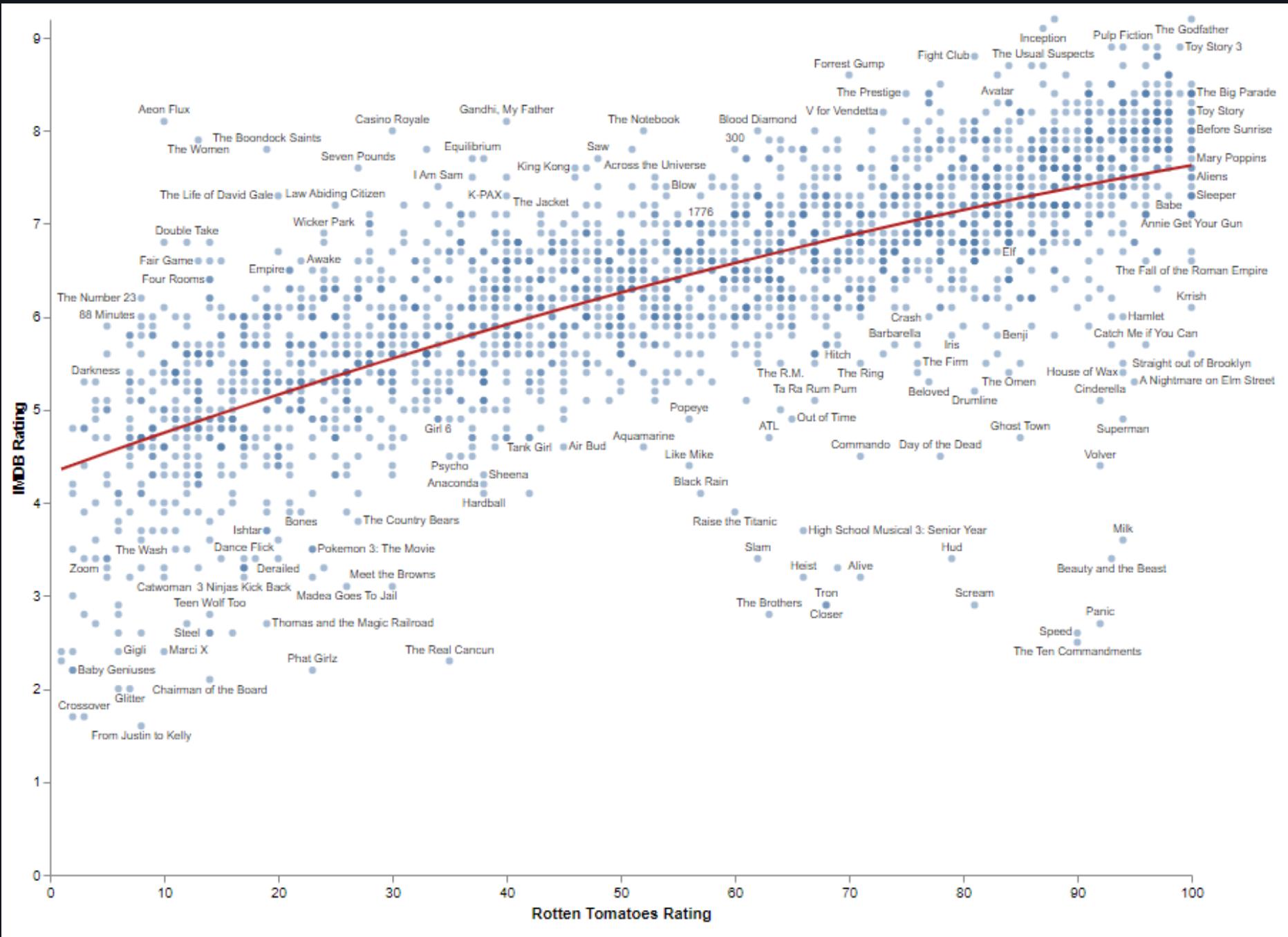
<https://app.powerbi.com/view?r=eyJrIjoiMDA4YWIwZWEtMDE3ZS00YmFhLWE5YWMtODFlZWEzNTU1ODNiliwidCI6IjZjMGE1YjljlTA4OWEtNDk0ZS1iMDVlLTcxNjEwOTgyOTA0NyIsImMiOjF9>



*Figure 1. Common Components of Box Plot and Violin Plot. Total compensation for all academic ranks.*

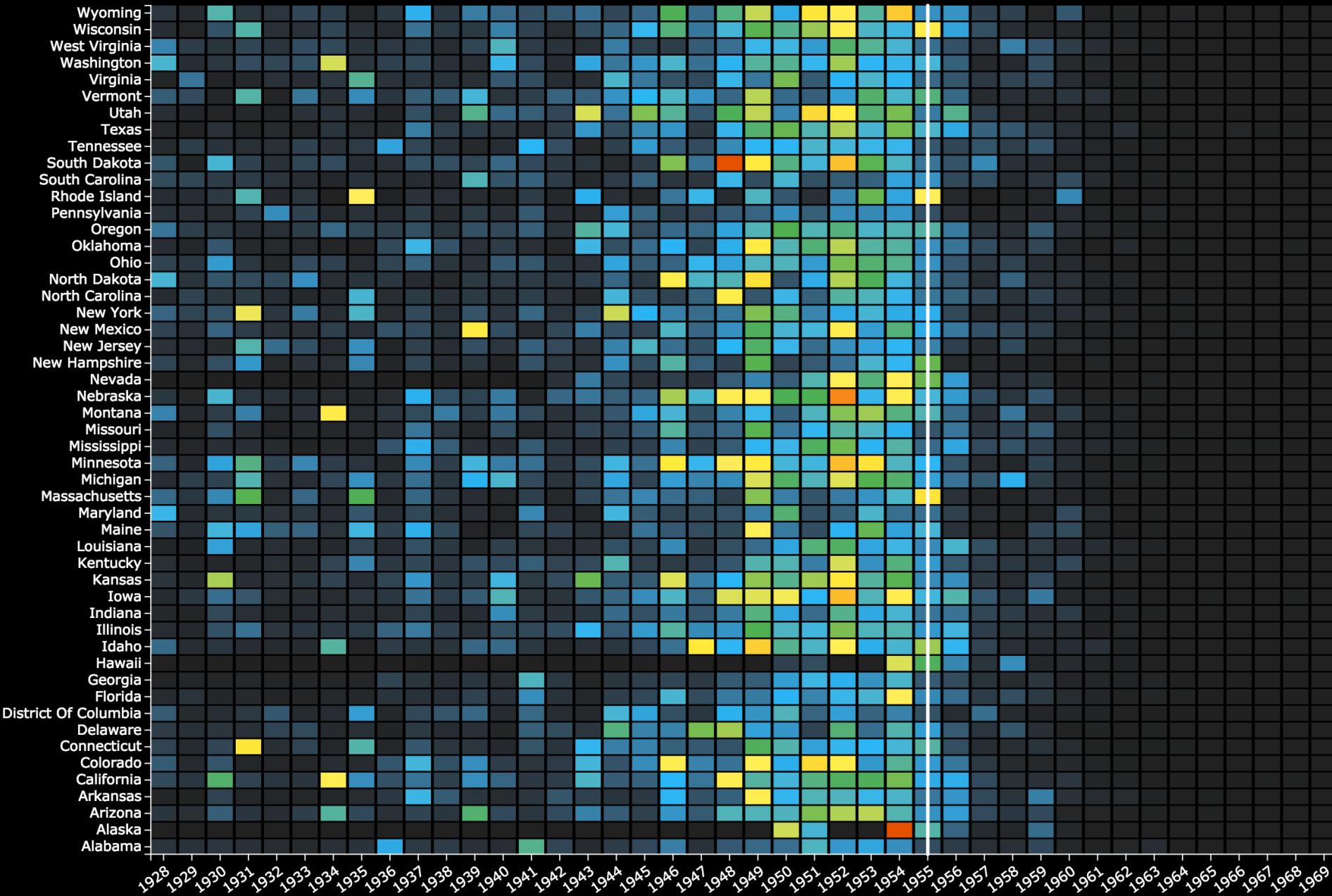
2.

Roll your own



## Polio Cases per 100,000 People in the United States

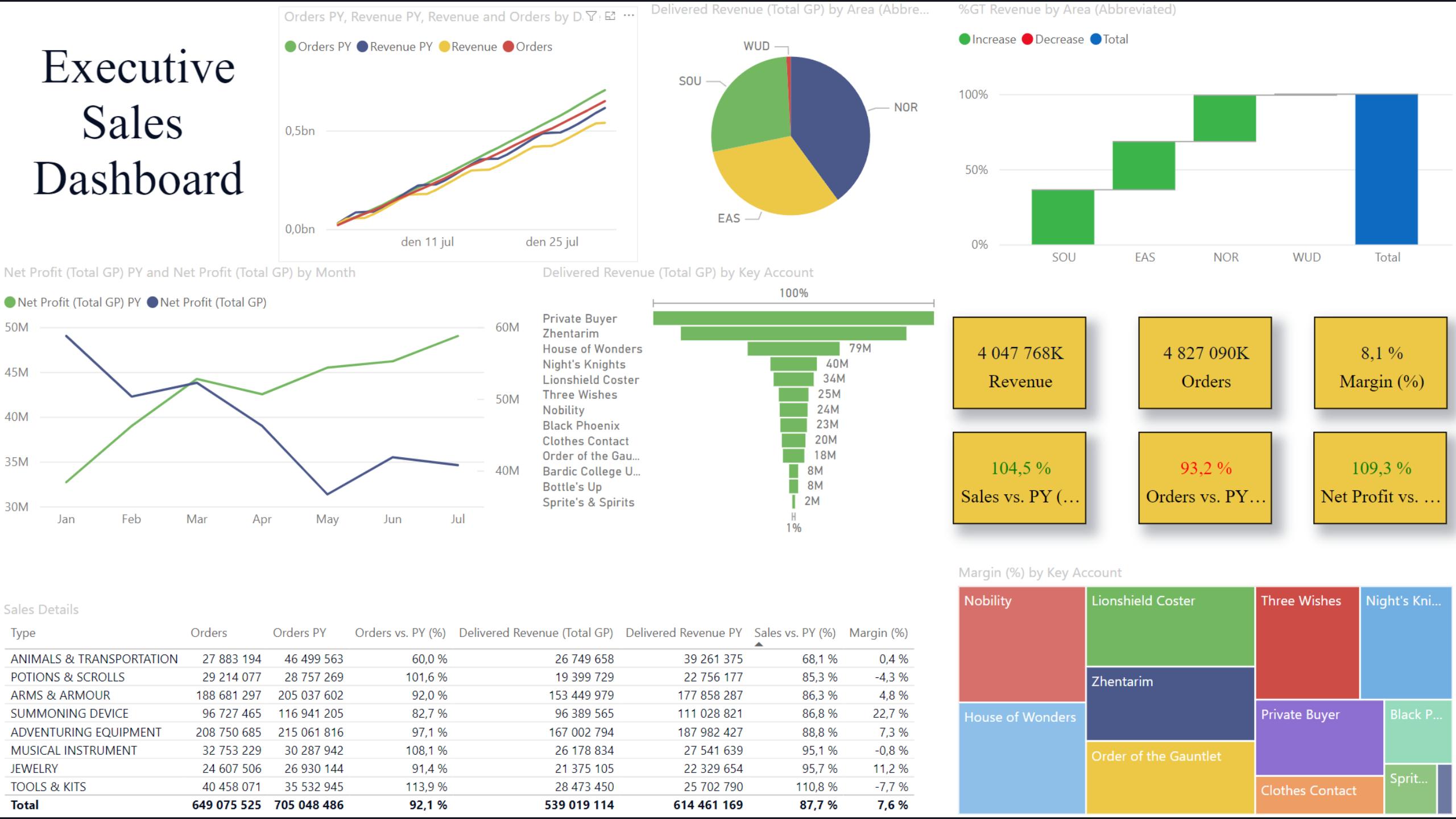
Vaccine introduced



APPLIED COGNITION

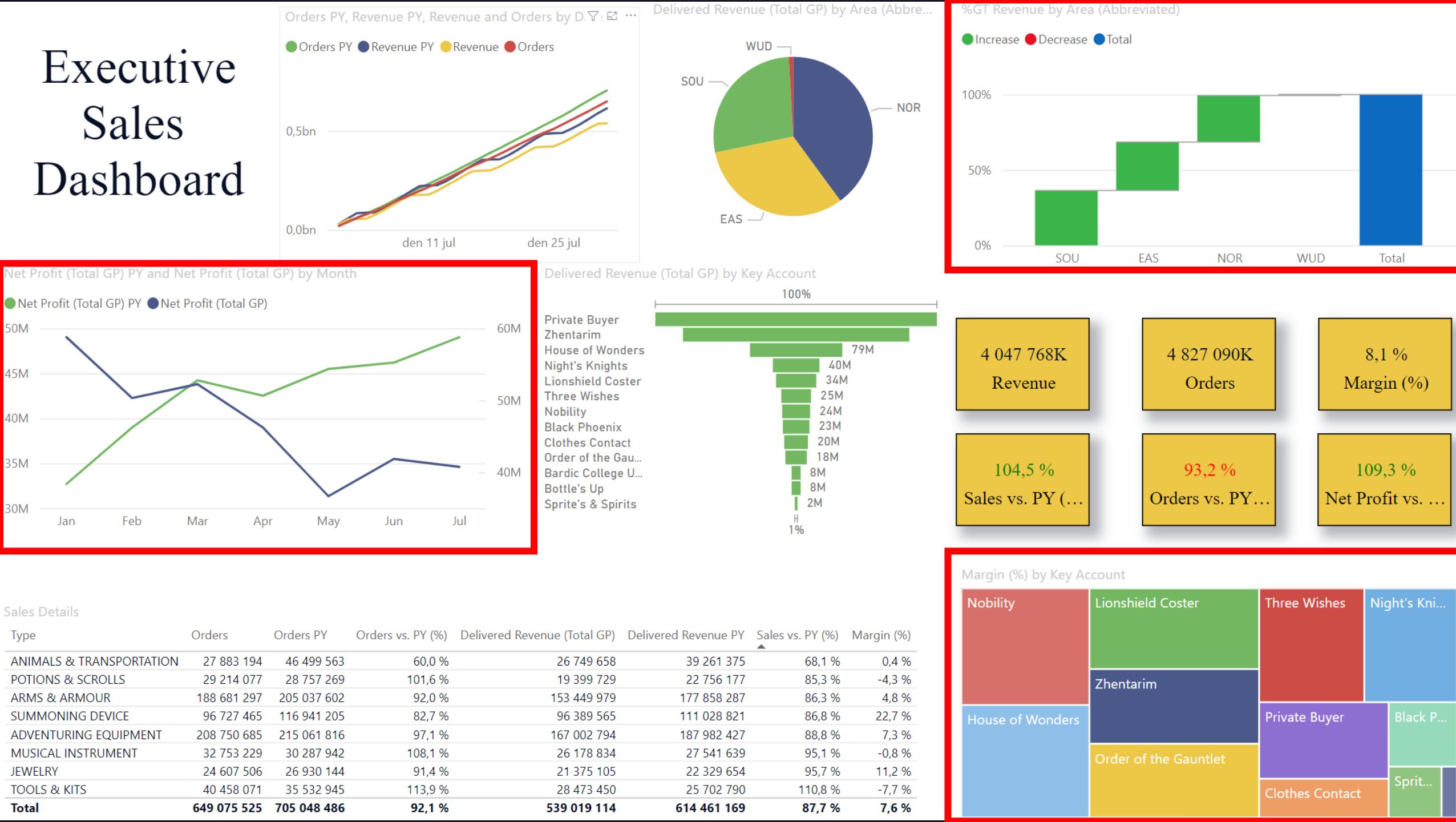
Putting it all together

# Executive Sales Dashboard



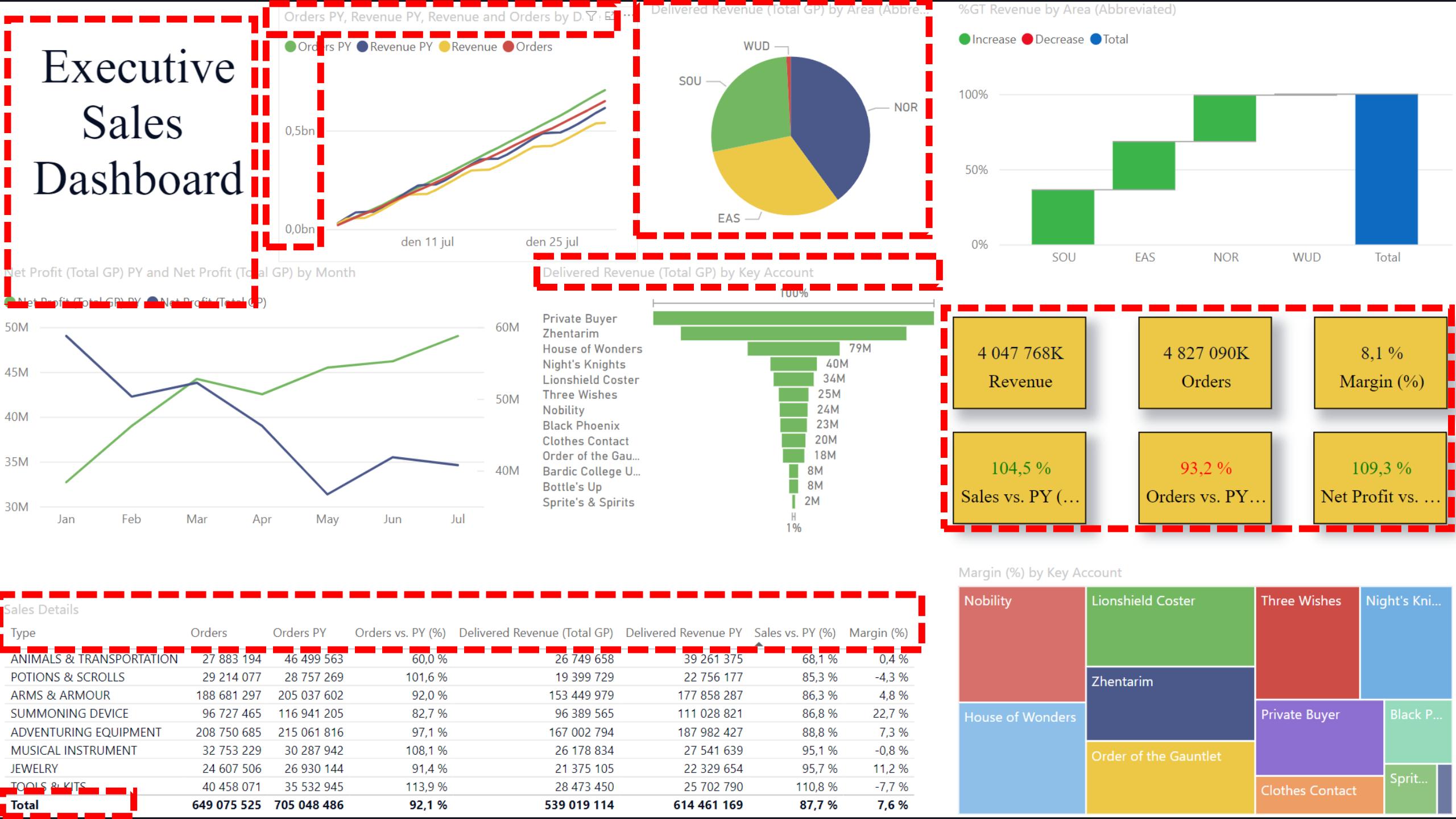
# 1. Prioritize

# Executive Sales Dashboard



2.  
Make it clearer

# Executive Sales Dashboard



3.

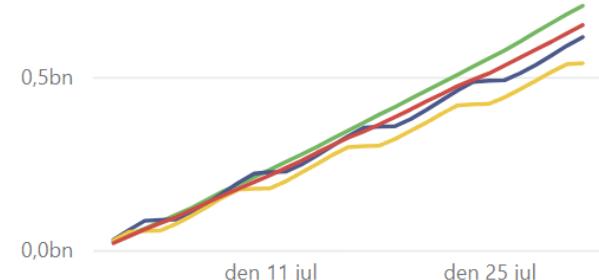
Use all available

space

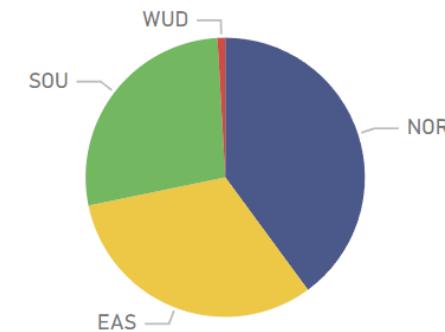
# Executive Sales Dashboard

Orders PY, Revenue PY, Revenue and Orders by Date

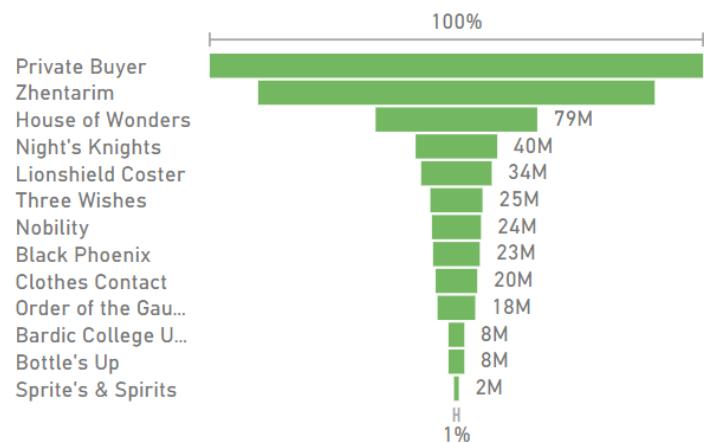
● Orders PY ● Revenue PY ● Revenue ● Orders



Delivered Revenue (Total GP) by Area (Abbreviations)



Delivered Revenue (Total GP) by Key Account



4 047 768K  
Revenue

4 827 090K  
Orders

8,1 %  
Margin (%)

104,5 %  
Sales vs. PY (...)

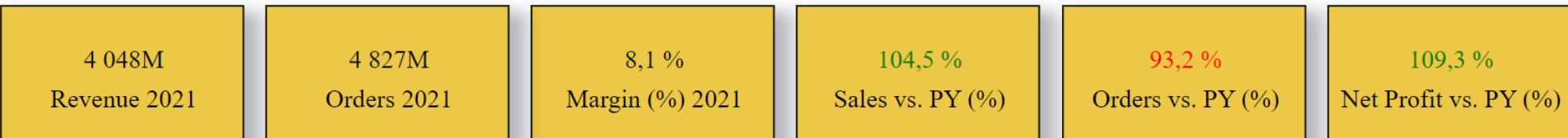
93,2 %  
Orders vs. PY...

109,3 %  
Net Profit vs. ...

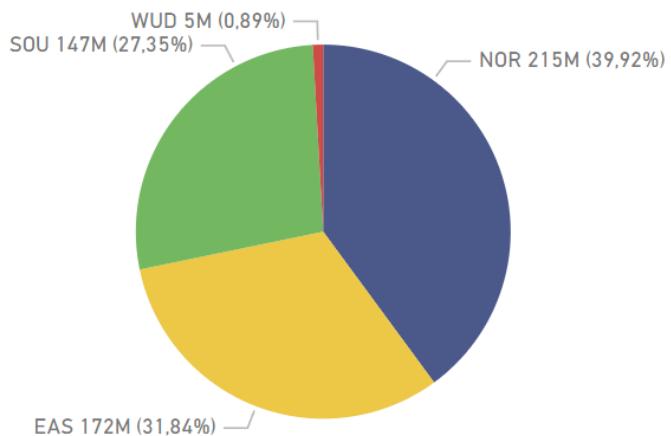
## Sales Details

Type	Orders	Orders PY	Orders vs. PY (%)	Delivered Revenue (Total GP)	Delivered Revenue PY	Sales vs. PY (%)	Margin (%)
ANIMALS & TRANSPORTATION	27 883 194	46 499 563	60,0 %	26 749 658	39 261 375	68,1 %	0,4 %
POTIONS & SCROLLS	29 214 077	28 757 269	101,6 %	19 399 729	22 756 177	85,3 %	-4,3 %
ARMS & ARMOUR	188 681 297	205 037 602	92,0 %	153 449 979	177 858 287	86,3 %	4,8 %
SUMMONING DEVICE	96 727 465	116 941 205	82,7 %	96 389 565	111 028 821	86,8 %	22,7 %
ADVENTURING EQUIPMENT	208 750 685	215 061 816	97,1 %	167 002 794	187 982 427	88,8 %	7,3 %
MUSICAL INSTRUMENT	32 753 229	30 287 942	108,1 %	26 178 834	27 541 639	95,1 %	-0,8 %
JEWELRY	24 607 506	26 930 144	91,4 %	21 375 105	22 329 654	95,7 %	11,2 %
TOOLS & KITS	40 458 071	35 532 945	113,9 %	28 473 450	25 702 790	110,8 %	-7,7 %
<b>Total</b>	<b>649 075 525</b>	<b>705 048 486</b>	<b>92,1 %</b>	<b>539 019 114</b>	<b>614 461 169</b>	<b>87,7 %</b>	<b>7,6 %</b>

# Executive Quarterly Sales Dashboard

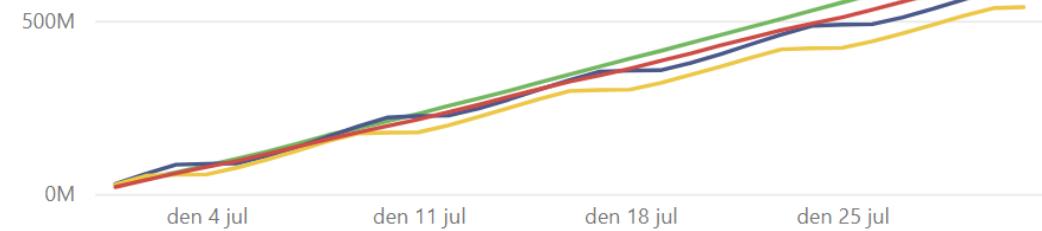


Delivered Revenue (Total GP) by Area (Abbreviated)



Q3 Delivered Revenue & Orders

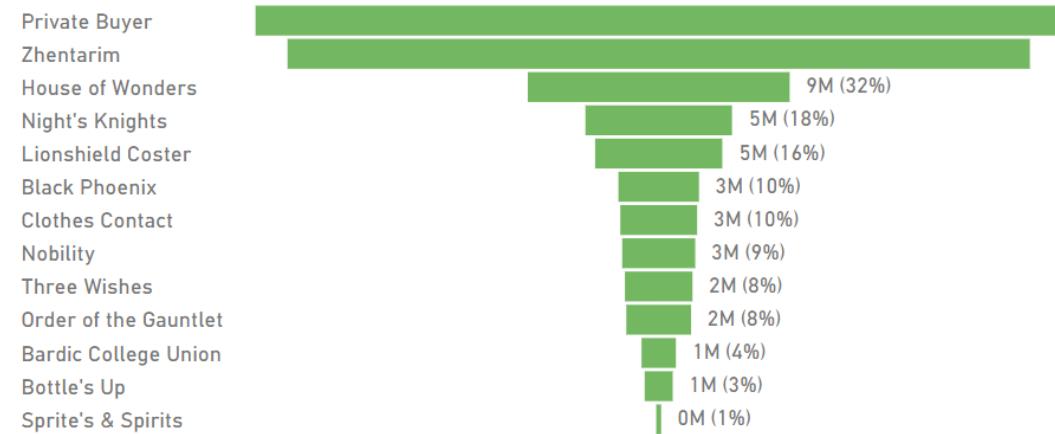
● Orders PY ● Revenue PY ● Revenue ● Orders



QTD Sales Stats by Product Group

Product Type	Orders	Orders PY	%	Delivered Revenue (Total GP)	Delivered Revenue PY	%	Margin (%)
ADVENTURING EQUIPMENT	209M	215M	97,1 %	167M	188M	88,8 %	7,3 %
ARMS & ARMOUR	189M	205M	92,0 %	153M	178M	86,3 %	4,8 %
SUMMONING DEVICE	97M	117M	82,7 %	96M	111M	86,8 %	22,7 %
ANIMALS & TRANSPORTATION	28M	46M	60,0 %	27M	39M	68,1 %	0,4 %
TOOLS & KITS	40M	36M	113,9 %	28M	26M	110,8 %	-7,7 %
MUSICAL INSTRUMENT	33M	30M	108,1 %	26M	28M	95,1 %	-0,8 %
POTIONS & SCROLLS	29M	29M	101,6 %	19M	23M	85,3 %	-4,3 %
JEWELRY	25M	27M	91,4 %	21M	22M	95,7 %	11,2 %
<b>Total QTD</b>	<b>649M</b>	<b>705M</b>	<b>92,1 %</b>	<b>539M</b>	<b>614M</b>	<b>87,7 %</b>	<b>7,6 %</b>

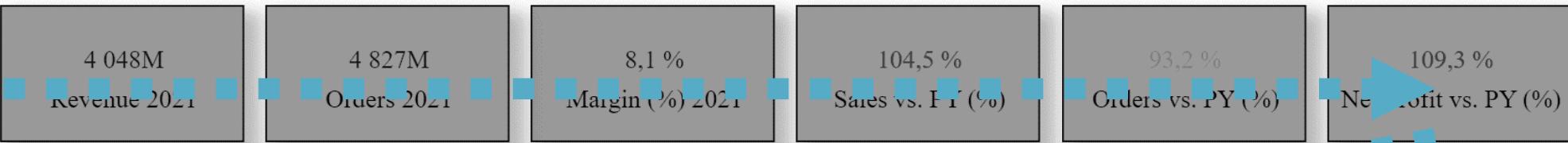
Delivered Revenue by Key Account



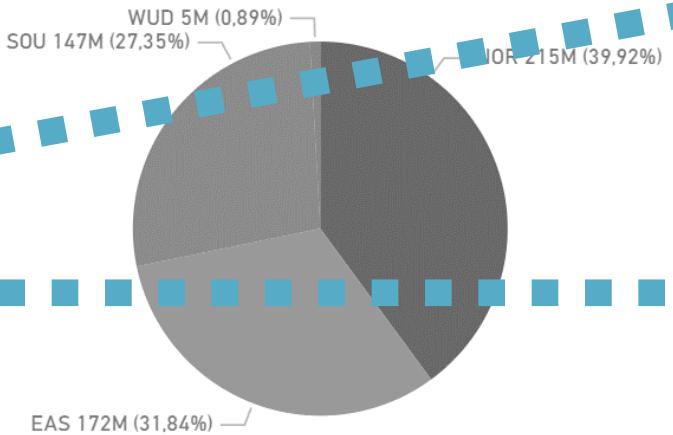
4.

Follow the eyes

# Executive Quarterly Sales Dashboard

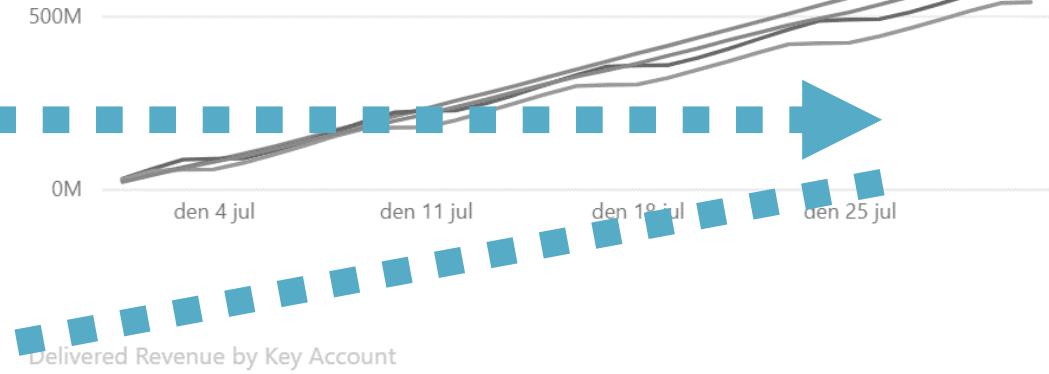


Delivered Revenue (Total GP) by Area (Abbreviated)



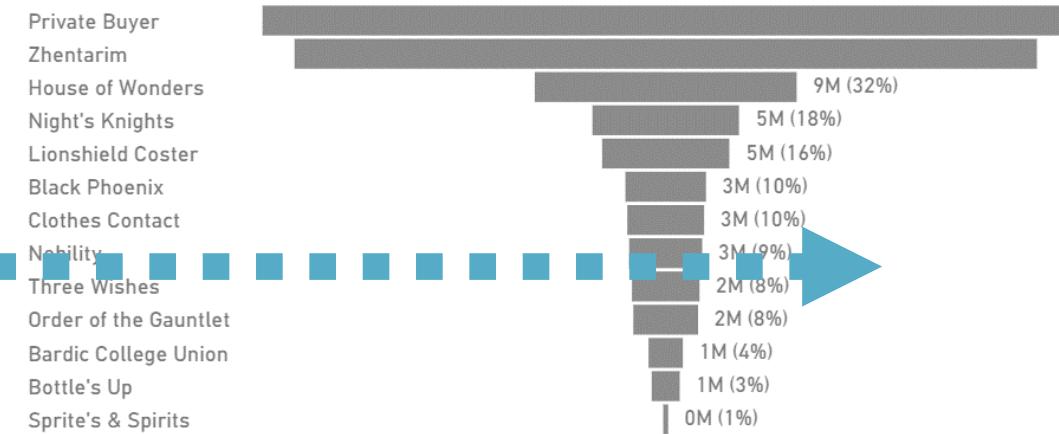
Delivered Revenue & Orders

- Orders PY
- Revenue PY
- Revenue
- Orders



QTD Sales Stats by Product Group

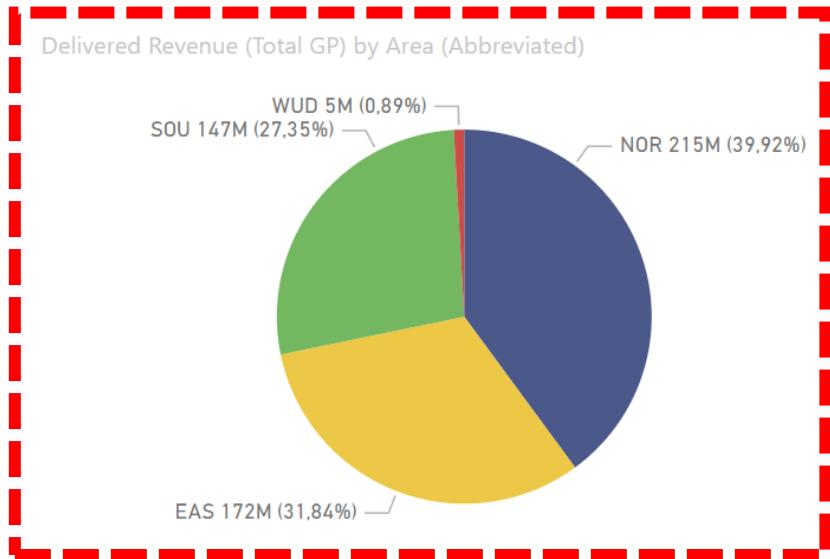
Product Type	Orders	Orders PY	%	Delivered Revenue (Total GP)	Delivered Revenue PY	%	Margin (%)
ADVENTURING EQUIPMENT	200M	215M	97,1 %	167M	188M	88,8 %	7,3 %
ARMS & ARMOR	189M	205M	92,0 %	153M	178M	86,3 %	4,8 %
SUMMONING DEVICE	97M	117M	82,7 %	96M	111M	86,8 %	22,7 %
ANIMALS & TRANSPORTATION	28M	46M	60,0 %	27M	39M	68,1 %	0,4 %
TOOLS & US	40M	30M	-3,9 %	16M	16M	11,1 %	-0,7 %
MUSICAL INSTRUMENT	33M	30M	108,1 %	26M	28M	95,1 %	-0,8 %
POTIONS & SCROLLS	29M	29M	101,6 %	19M	23M	85,3 %	-4,3 %
JEWELRY	25M	27M	91,4 %	21M	22M	95,7 %	11,2 %
<b>Total QTD</b>	<b>649M</b>	<b>705M</b>	<b>92,1 %</b>	<b>539M</b>	<b>614M</b>	<b>87,7 %</b>	<b>7,6 %</b>



5.

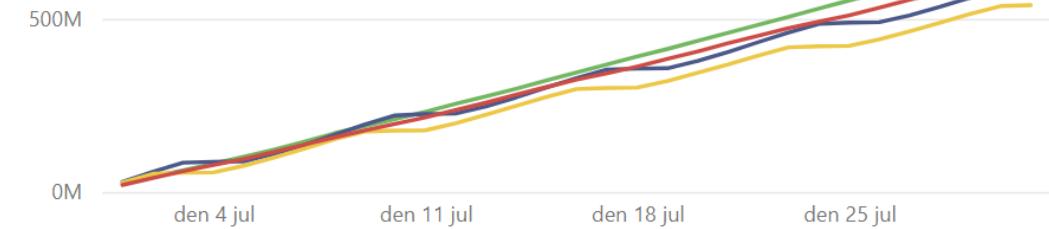
Use simpler visuals

# Executive Quarterly Sales Dashboard



Q3 Delivered Revenue & Orders

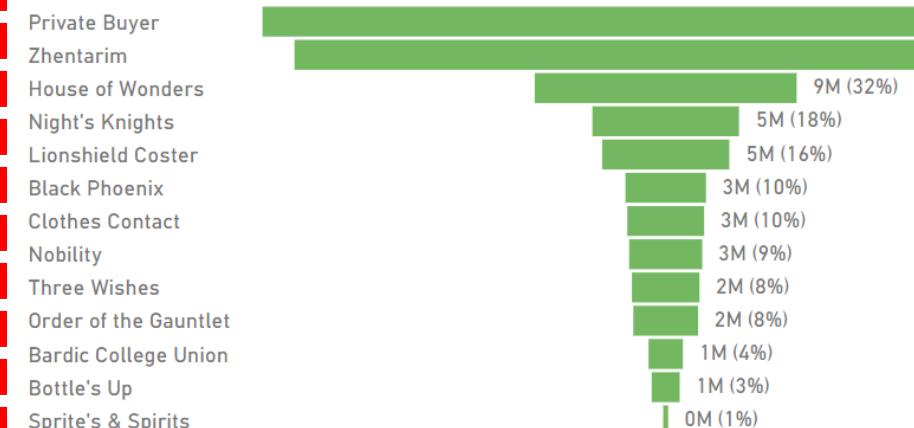
- Orders PY
- Revenue PY
- Revenue
- Orders



QTD Sales Stats by Product Group

Product Type	Orders	Orders PY	%	Delivered Revenue (Total GP)	Delivered Revenue PY	%	Margin (%)
ADVENTURING EQUIPMENT	209M	215M	97,1 %	167M	188M	88,8 %	7,3 %
ARMS & ARMOUR	189M	205M	92,0 %	153M	178M	86,3 %	4,8 %
SUMMONING DEVICE	97M	117M	82,7 %	96M	111M	86,8 %	22,7 %
ANIMALS & TRANSPORTATION	28M	46M	60,0 %	27M	39M	68,1 %	0,4 %
TOOLS & KITS	40M	36M	113,9 %	28M	26M	110,8 %	-7,7 %
MUSICAL INSTRUMENT	33M	30M	108,1 %	26M	28M	95,1 %	-0,8 %
POTIONS & SCROLLS	29M	29M	101,6 %	19M	23M	85,3 %	-4,3 %
JEWELRY	25M	27M	91,4 %	21M	22M	95,7 %	11,2 %
<b>Total QTD</b>	<b>649M</b>	<b>705M</b>	<b>92,1 %</b>	<b>539M</b>	<b>614M</b>	<b>87,7 %</b>	<b>7,6 %</b>

Delivered Revenue by Key Account



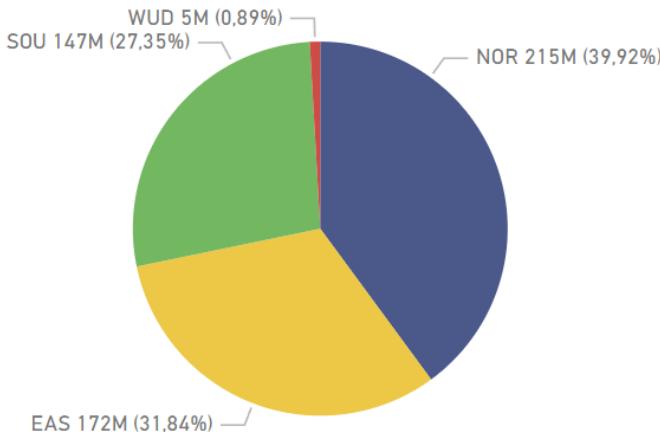
6.

Make better use of text

# Executive Quarterly Sales Dashboard

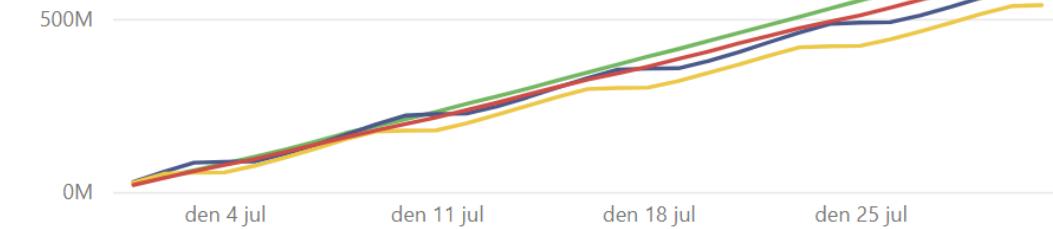


Delivered Revenue (Total GP) by Area (Abbreviated)



Q3 Delivered Revenue & Orders

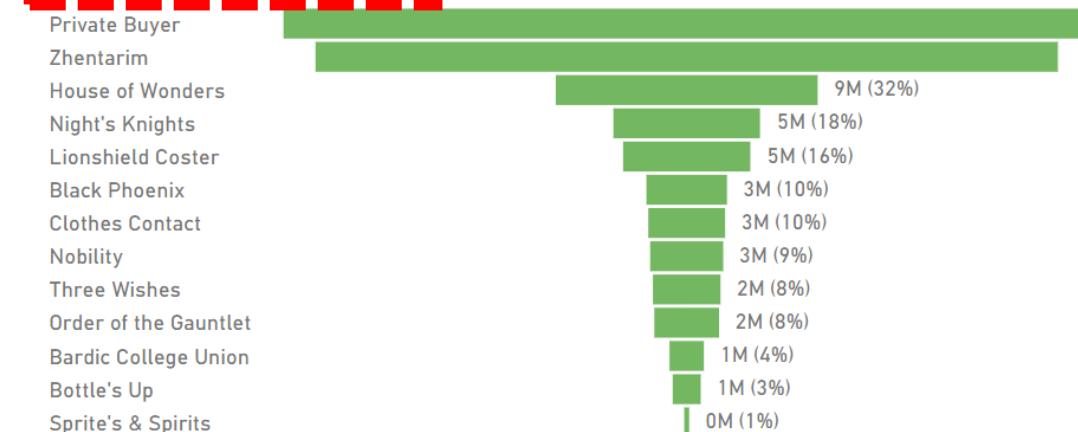
● Orders PY ● Revenue PY ● Revenue ● Orders



QTD Sales Stats by Product Group

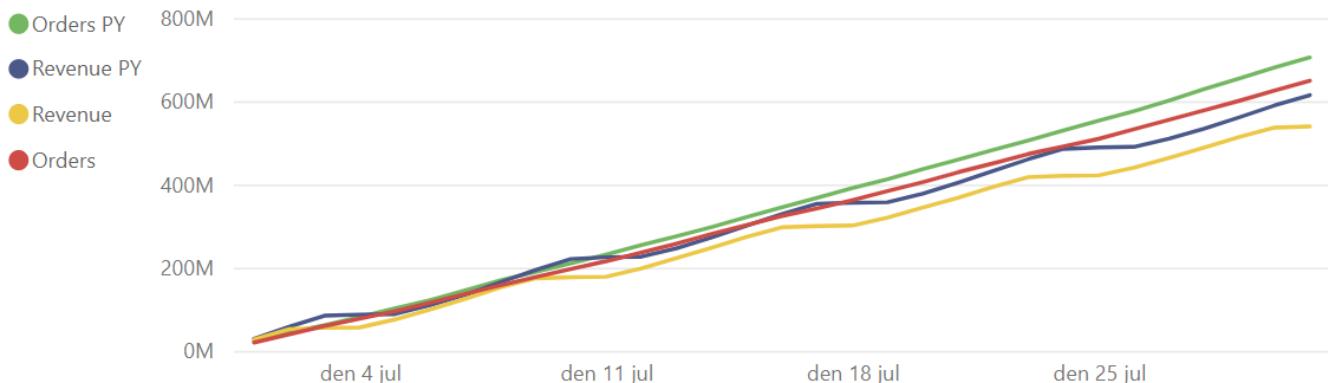
Product Type	Orders	Orders PY	%	Delivered Revenue (Total GP)	Delivered Revenue PY	%	Margin (%)
ADVENTURING EQUIPMENT	209M	215M	97,1 %	167M	188M	88,8 %	7,3 %
ARMS & ARMOUR	189M	205M	92,0 %	153M	178M	86,3 %	4,8 %
SUMMONING DEVICE	97M	117M	82,7 %	96M	111M	86,8 %	22,7 %
ANIMALS & TRANSPORTATION	28M	46M	60,0 %	27M	39M	68,1 %	0,4 %
TOOLS & KITS	40M	36M	113,9 %	28M	26M	110,8 %	-7,7 %
MUSICAL INSTRUMENT	33M	30M	108,1 %	26M	28M	95,1 %	-0,8 %
POTIONS & SCROLLS	29M	29M	101,6 %	19M	23M	85,3 %	-4,3 %
JEWELRY	25M	27M	91,4 %	21M	22M	95,7 %	11,2 %
<b>Total QTD</b>	<b>649M</b>	<b>705M</b>	<b>92,1 %</b>	<b>539M</b>	<b>614M</b>	<b>87,7 %</b>	<b>7,6 %</b>

Delivered Revenue by Key Account



# Executive Quarterly Sales Dashboard

## Q3 Delivered Revenue & Orders



4 048M  
Revenue 2021

4 827M  
Orders 2021

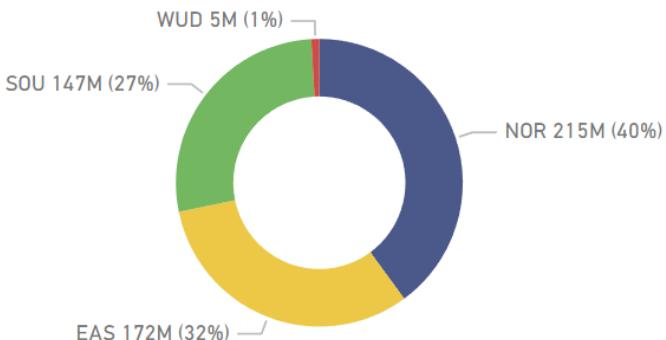
8,1 %  
Margin (%) 2021

104,5 %  
Sales vs. PY (%)

93,2 %  
Orders vs. PY (%)

109,3 %  
Net Profit vs. PY (%)

## Delivered Revenue by Area



## QTD Sales Stats by Product Group

Product Type	Orders	Orders PY	%	Delivered Revenue (Total GP)	Delivered Revenue PY	%	Margin (%)
TOOLS & KITS	40M	36M	113,9 %	28 473 450	26M	110,8 %	-7,7 %
MUSICAL INSTRUMENT	33M	30M	108,1 %	26 178 834	28M	95,1 %	-0,8 %
POTIONS & SCROLLS	29M	29M	101,6 %	19 399 729	23M	85,3 %	-4,3 %
ADVENTURING EQUIPMENT	209M	215M	97,1 %	167 002 794	188M	88,8 %	7,3 %
ARMS & ARMOUR	189M	205M	92,0 %	153 449 979	178M	86,3 %	4,8 %
JEWELRY	25M	27M	91,4 %	21 375 105	22M	95,7 %	11,2 %
SUMMONING DEVICE	97M	117M	82,7 %	96 389 565	111M	86,8 %	22,7 %
ANIMALS & TRANSPORTATION	28M	46M	60,0 %	26 749 658	39M	68,1 %	0,4 %
<b>Total QTD</b>	<b>649M</b>	<b>705M</b>	<b>92,1 %</b>	<b>539 019 114</b>	<b>614M</b>	<b>87,7 %</b>	<b>7,6 %</b>

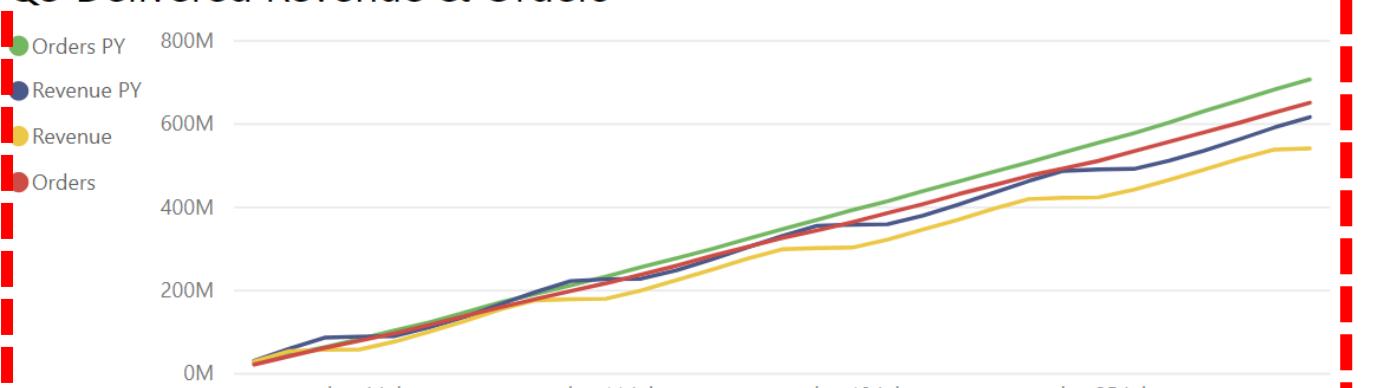
## Delivered Revenue by Key Account



# 7. Color and contrast

# Executive Quarterly Sales Dashboard

## Q3 Delivered Revenue & Orders



4 048M

Revenue 2021

4 827M

Orders 2021

8,1 %

Margin (%) 2021

104,5 %

Sales vs. PY (%)

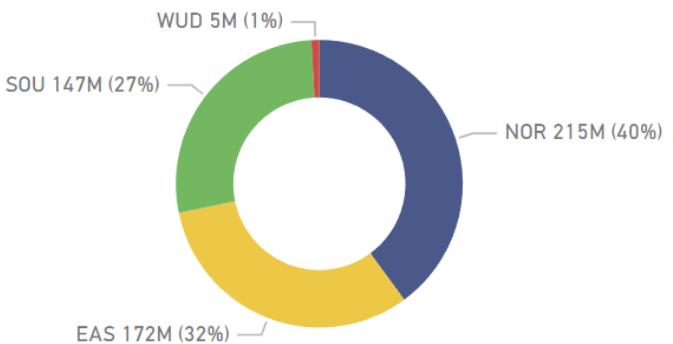
93,2 %

Orders vs. PY (%)

109,3 %

Net Profit vs. PY (%)

## Delivered Revenue by Area



## Delivered Revenue by Key Account



## QTD Sales Stats by Product Group

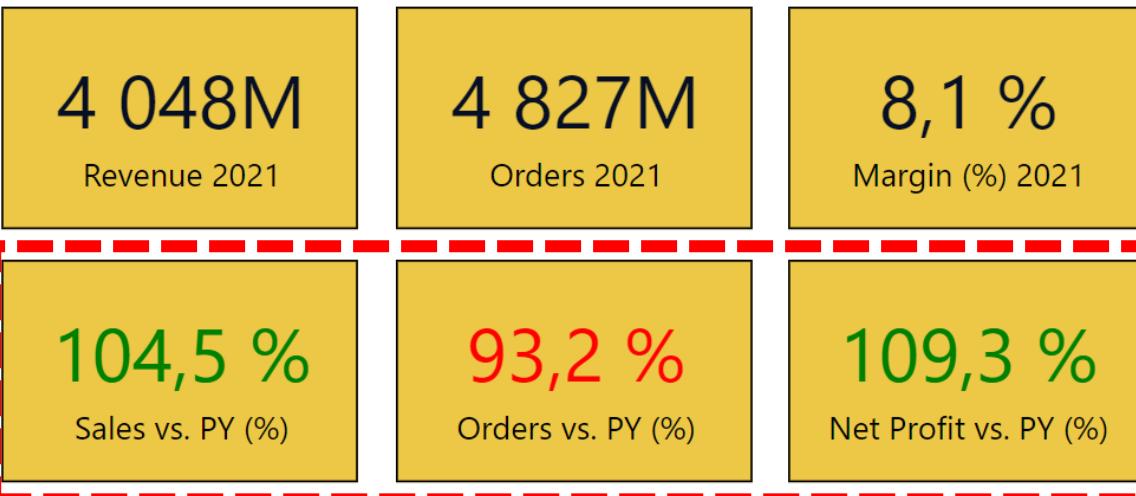
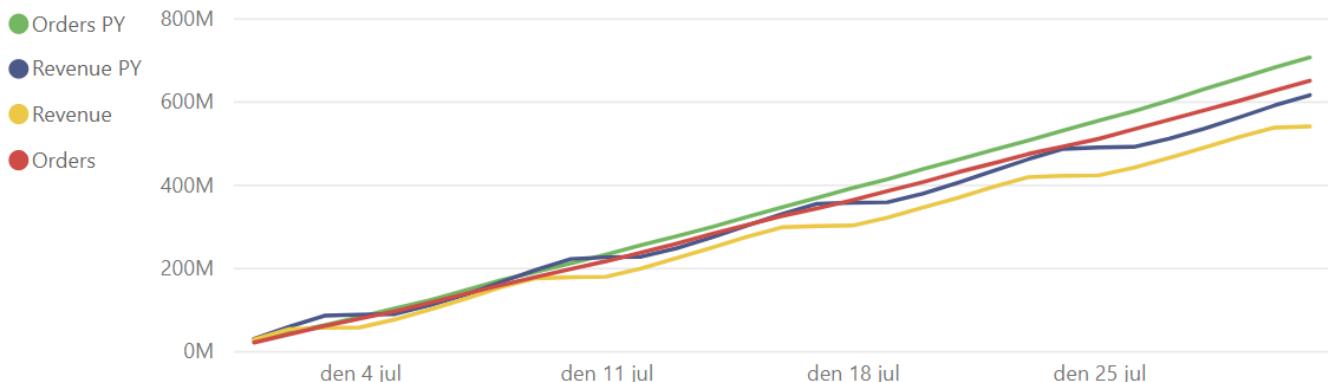
Product Type	Orders	Orders PY	%	Delivered Revenue (Total GP)	Delivered Revenue PY	%	Margin (%)
TOOLS & KITS	40M	36M	113,9 %	28 473 450	26M	110,8 %	-7,7 %
MUSICAL INSTRUMENT	33M	30M	108,1 %	26 178 834	28M	95,1 %	-0,8 %
POTIONS & SCROLLS	29M	29M	101,6 %	19 399 729	23M	85,3 %	-4,3 %
ADVENTURING EQUIPMENT	209M	215M	97,1 %	167 002 794	188M	88,8 %	7,3 %
ARMS & ARMOUR	189M	205M	92,0 %	153 449 979	178M	86,3 %	4,8 %
JEWELRY	25M	27M	91,4 %	21 375 105	22M	95,7 %	11,2 %
SUMMONING DEVICE	97M	117M	82,7 %	96 389 565	111M	86,8 %	22,7 %
ANIMALS & TRANSPORTATION	28M	46M	60,0 %	26 749 658	39M	68,1 %	0,4 %
<b>Total QTD</b>	<b>649M</b>	<b>705M</b>	<b>92,1 %</b>	<b>539 019 114</b>	<b>614M</b>	<b>87,7 %</b>	<b>7,6 %</b>

8.

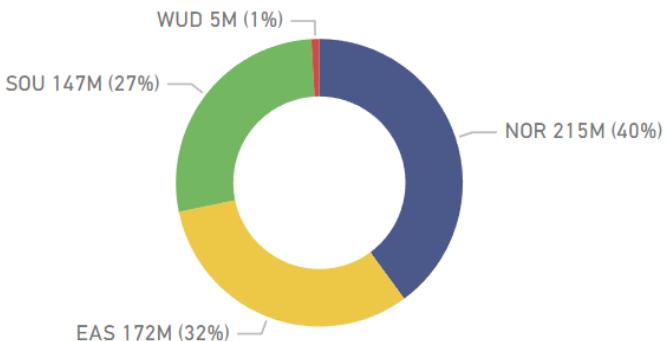
Convey information without  
using color

# Executive Quarterly Sales Dashboard

## Q3 Delivered Revenue & Orders



## Delivered Revenue by Area



## Delivered Revenue by Key Account

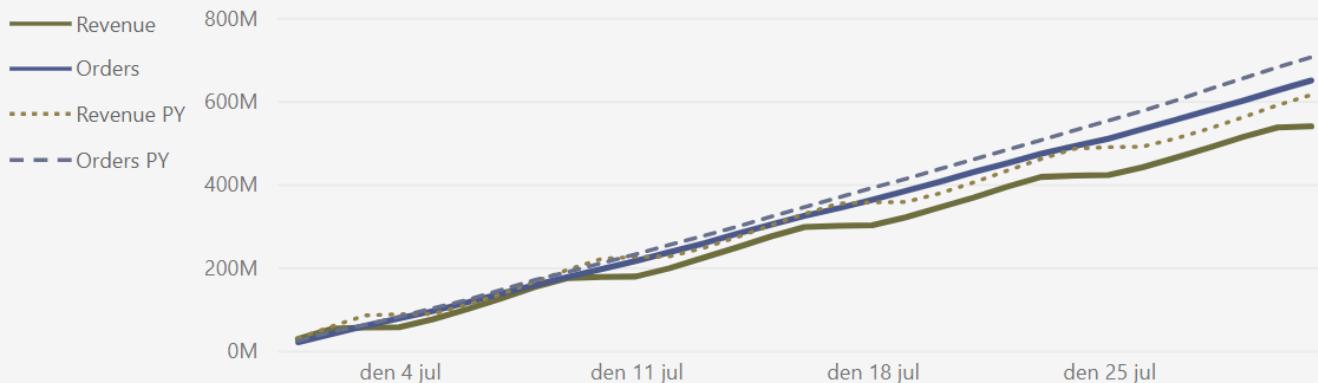


## QTD Sales Stats by Product Group

Product Type	Orders	Orders PY	%	Delivered Revenue (Total GP)	Delivered Revenue PY	%	Margin (%)
TOOLS & KITS	40M	36M	113,9 %	28 473 450	26M	110,8 %	-7,7 %
MUSICAL INSTRUMENT	33M	30M	108,1 %	26 178 834	28M	95,1 %	-0,8 %
POTIONS & SCROLLS	29M	29M	101,6 %	19 399 729	23M	85,3 %	-4,3 %
ADVENTURING EQUIPMENT	209M	215M	97,1 %	167 002 794	188M	88,8 %	7,3 %
ARMS & ARMOUR	189M	205M	92,0 %	153 449 979	178M	86,3 %	4,8 %
JEWELRY	25M	27M	91,4 %	21 375 105	22M	95,7 %	11,2 %
SUMMONING DEVICE	97M	117M	82,7 %	96 389 565	111M	86,8 %	22,7 %
ANIMALS & TRANSPORTATION	28M	46M	60,0 %	26 749 658	39M	68,1 %	0,4 %
<b>Total QTD</b>	<b>649M</b>	<b>705M</b>	<b>92,1 %</b>	<b>539 019 114</b>	<b>614M</b>	<b>87,7 %</b>	<b>7,6 %</b>

# Executive Quarterly Sales Dashboard

## Q3 Delivered Revenue & Orders



4 048M

Revenue 2021

4 827M

Orders 2021

8,1 %

Margin (%) 2021

104,5 %

Sales vs. PY (%)

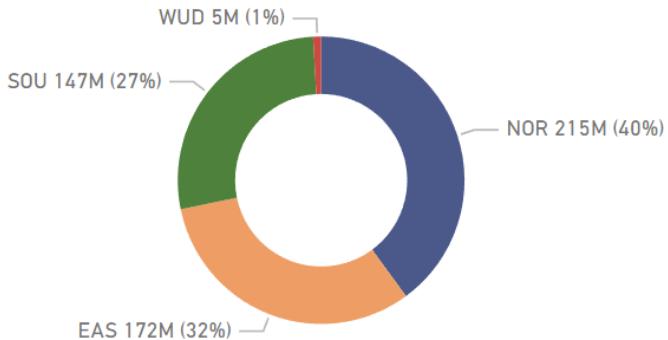
93,2 %

Orders vs. PY (%)

109,3 %

Net Profit vs. PY (%)

## Delivered Revenue by Area



## QTD Sales Stats by Product Group

Product Type	Orders	Orders PY	%	Delivered Revenue (Total GP)	Delivered Revenue PY	%	Margin (%)
ADVENTURING EQUIPMENT	▼ 209M	215M	97,1 %	167 002 794	188M	88,8 %	7,3 %
ARMS & ARMOUR	▼ 189M	205M	92,0 %	153 449 979	178M	86,3 %	4,8 %
SUMMONING DEVICE	▼ 97M	117M	82,7 %	96 389 565	111M	86,8 %	22,7 %
ANIMALS & TRANSPORTATION	▼ 28M	46M	60,0 %	26 749 658	39M	68,1 %	0,4 %
MUSICAL INSTRUMENT	▼ 33M	30M	108,1 %	26 178 834	28M	95,1 %	-0,8 %
TOOLS & KITS	▲ 40M	36M	113,9 %	28 473 450	26M	110,8 %	-7,7 %
POTIONS & SCROLLS	▼ 29M	29M	101,6 %	19 399 729	23M	85,3 %	-4,3 %
<b>Total QTD</b>	<b>▼ 649M</b>	<b>705M</b>	<b>92,1 %</b>	<b>539 019 114</b>	<b>614M</b>	<b>87,7 %</b>	<b>7,6 %</b>

## Delivered Revenue by Key Account





# KEEP CONSISTENT

## Do's and dont's



**DO NOT:**  
use cool design and hip colors

**DO:**  
consider any design guidelines through  
the lens of accessibility

**DO NOT:**  
blindly follow all  
“established best practices”

**DO:**  
**consider best practices and apply**  
**common sense**

**DO NOT:**

overload the recipient with information

**DO:**

make the message clear and concise

Choose visuals **CAREFULLY**

Use visuals to **SUPPORT** the story

Accessibility will **IMPROVE** the  
visual message



# How to make data matter

**"The most powerful person is  
the storyteller."**

- Steve Jobs



**QUESTION:**

What makes for a  
good delivery?

# **SETTING THE STAGE**

## Defining “presentation skills”

THE BEGINNING

Capturing attention

1

BE COURTEOUS

Welcome them all

2

RESPECT

Add some serotonin

3

## PIQUE INTEREST

Open the sensory filter

4

## AGENDA

Engage the cortex

5

## THE GOAL

Add some dopamine

6

# PRESENTATION

Add some oxytocin

# 7

## PRACTICAL INFORMATION

### Contrast effect

THE ENDING

Getting the point to stick

1

## QUESTIONS

Putting on the brakes

2

## SUMMARY

Recap and repeat

3

VALIDATE GOAL

Promises kept

4

FINAL

Go for full feeling





**QUESTION:**

What makes for a  
good spice?

Tell a story

Competition

Use imagery or video

Clear alternatives

Quotes / sayings

Comparison

Powerful statistics

Historical events

Retorical questions

Statements

Provocation

Paint a scene

Raise hands

Break down / build up numbers

Cliffhanger

Props

**“LOOK AT THEM PRETTY LINES!”**

Presenting dashboards  
and reports

1.

Be very clear on the purpose

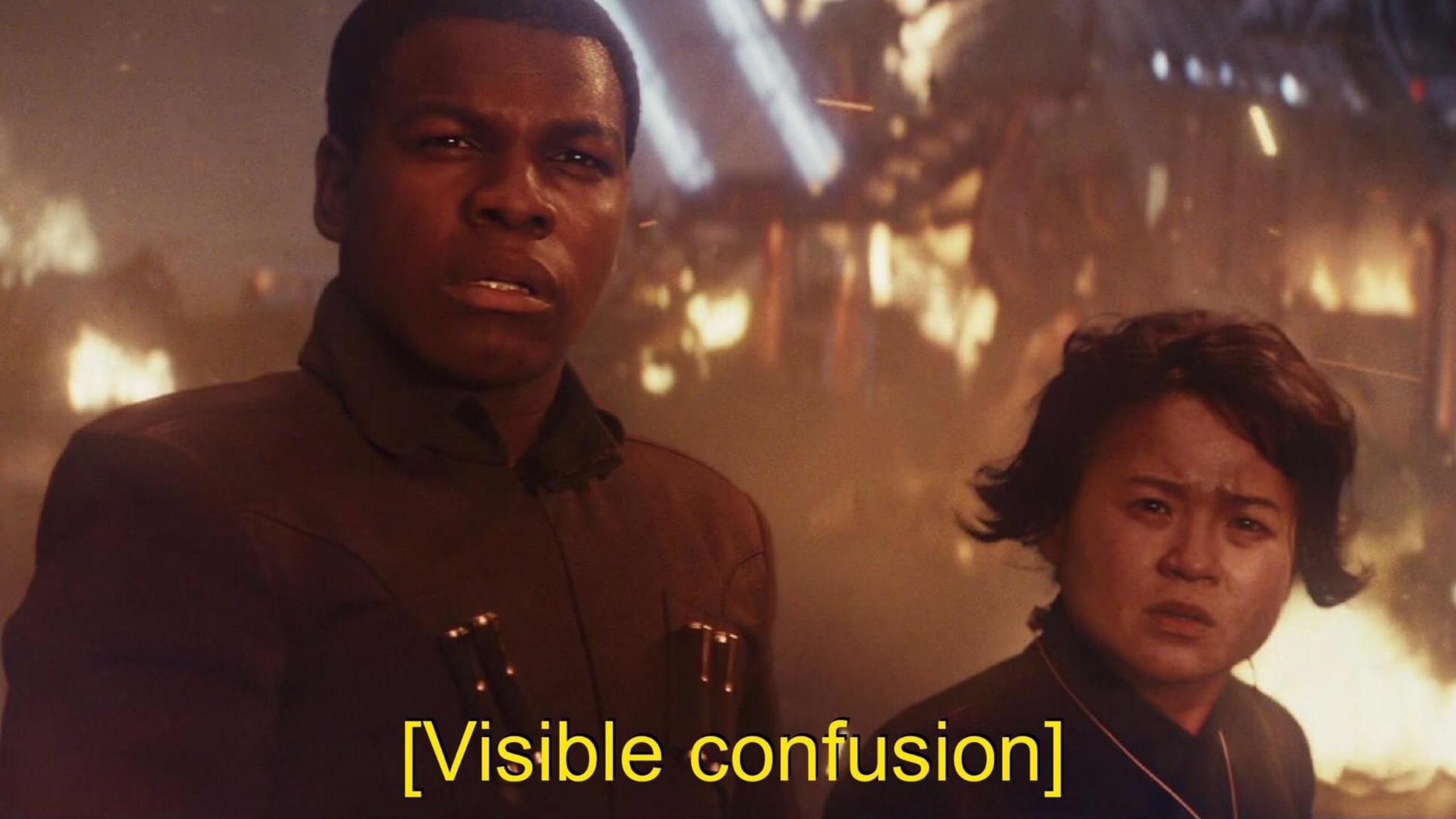
2.

Your audience have no clue  
what the report is showing



3.

Tell an appealing story



[Visible confusion]



4.

Draw attention to the area in  
question

5.

Only tell them what they **need** to  
know

**ENCOURAGE, ENTICE, ENFORCE**

Getting people to do  
what you want

1.

Make the decision-making  
process easier

2.

Make sure you get your point  
across **effectively**

**PERSUADE PEERS:**

speak shorthand

**PERSUADE MANAGERS:**

prove your point

**PERSUADE EXECUTIVES:**

get to your point



HOW DO YOU DO, FELLOW KIDS?

3.

Keep it **short** and **simple**

# Poetry FOR NEANDERTHALS™



A WORD GAME  
**WHERE U MUST  
SPEAK GOOD**  
OR GET HIT WITH STICK

AGES 7+  
2+ PLAYERS

A GAME BY  
EXPLODING  
KITTEHS



INFLATABLE  
INCLUDED  
INSIDE  
THE BOX



4.

Give importance to presentation  
training and preparation

5.

Never raise any **red flags**

SHIT HAPPENS

Common mistakes

# 1. Weak rhetoric

# 2. Poor timing

# 3. Not rehearsing

4.

Weak ending



# KEEP CONSISTENT

## Do's and dont's



**DO NOT:**  
ramble on with irrelevant details

**DO:**  
distill and rehearse your story

**DO NOT:**

jump between multiple,  
disconnected storylines

**DO:**

stick to one connected arc

DO NOT:  
just wing it

DO:  
rehearse first five + ending

The story sets the **CONTEXT**

Make the message **CLEAR**

Make the story **RELEVANT**

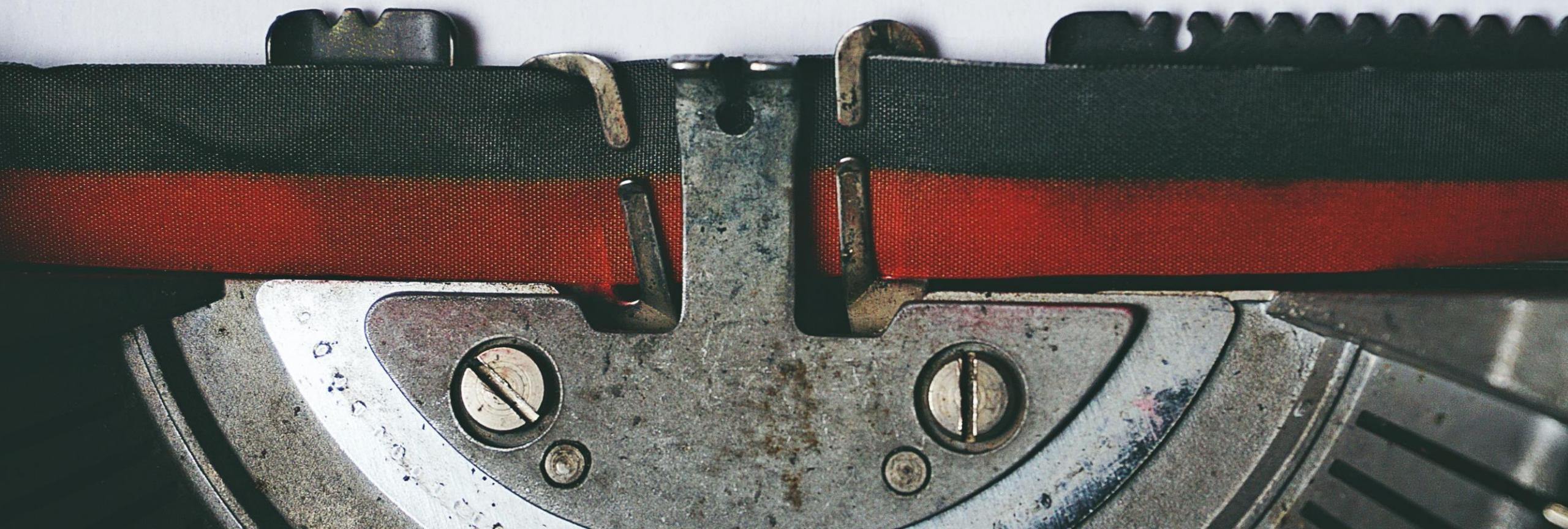
# OVER ALREADY? Summary

Make your **MESSAGE CLEAR**

Focus on the **BEGINNING** and the  
**ENDING**

Preparation is **EVERYTHING**

Stories matter







DATAmasterminds

# Thank you!



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